

# LIFE



EISENHOWER

JUNE 19, 1944 10 CENTS  
YEARLY SUBSCRIPTION \$4.50



© 1944 The Studebaker Corporation

## Tom Hinkle's boys do him proud in the Army *just as they did on their Studebaker jobs*

IT'S a long way from the Fiji Islands to the Studebaker factories where Wright Cyclone engines for the Boeing Flying Fortress are built.

It's still farther to the American air bases in India from which vital war cargo is flown into China across the towering Himalayan "hump."

But there's a link that spans those distant spots where Tom Hinkle's boys are now stationed and their father in South Bend. That link is a comradeship in craftsmanship which had its beginning when all three were working close together in the Studebaker plants.

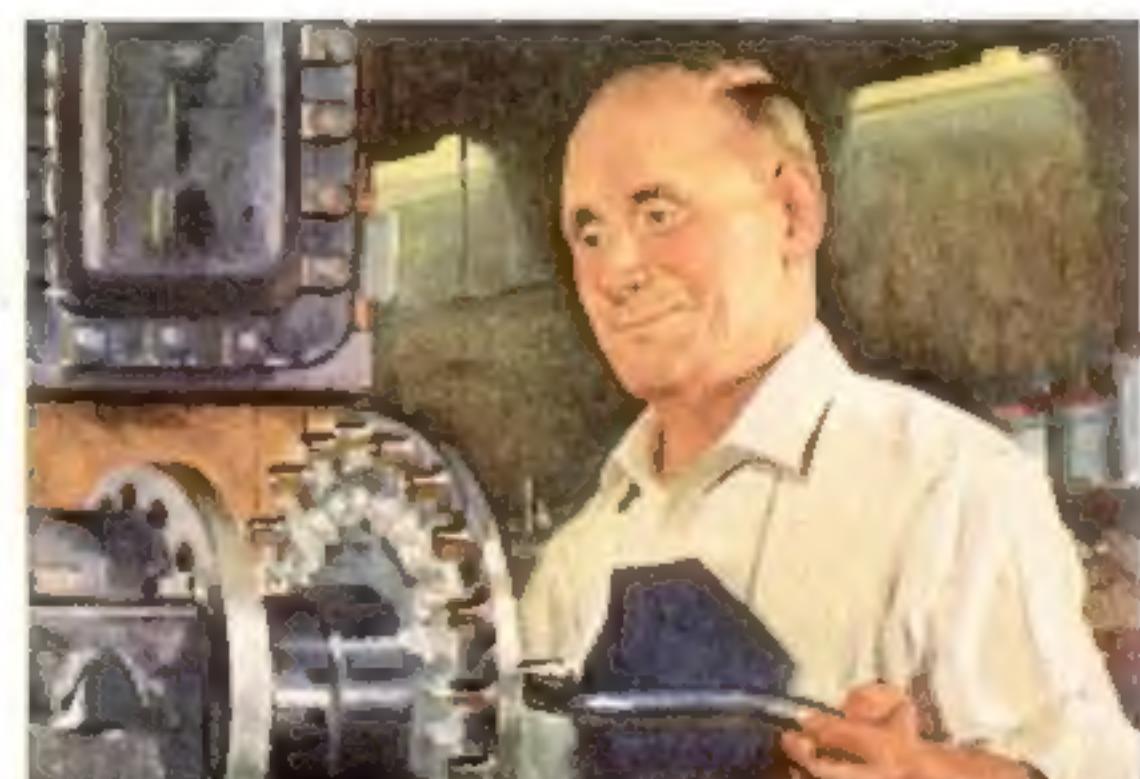
Like large numbers of other Studebaker automobile craftsmen, Tom Hinkle is now building aircraft engines while his sons serve their country in combat areas overseas. Instead of manufacturing Studebaker

Champion, Commander and President cars as a family team, they're working together for victory although many miles apart.

For over 92 years, the tradition of fine craftsmanship has been fostered in many families like the Hinkle family in Studebaker's home community. The painstaking efforts of many such father-and-son teams have been considerably responsible for the surviving soundness that puts so much solid wartime value into Studebaker motor cars and trucks.

# STUDEBAKER

Builder of Wright Cyclone engines for the Boeing Flying Fortress—big multiple-drive military trucks—and other vital war matériel



Lieutenant, corporal and craftsman—the Hinkles still "work together"—Tom Hinkle now builds Flying Fortress engines at Studebaker where his record as a motor car craftsman goes back nearly 23 years. At last reports, one son, George, is an Army Air Forces lieutenant in India, Bill Hinkle, Tom's other son, is a Coast Artillery corporal in the Fiji Islands.

**BUY MORE AND MORE WAR BONDS**

# Who else seconds the motion that SHAVING CREAM can't *make shaving a pleasure?*

**Men are flocking to try  
our no-hokum lather because  
our ads appeal to their intelligence**

It is obvious that the question of *which shaving cream you use* is not of world-shattering importance. And just as obvious, that we'd like you to become a regular buyer of our product.

But instead of starting our story with an unsupported promise of pleasure, we prefer the premise that the only fun connected with shaving is having the job over and done with.

Of course we have to blow our own horn to sell our Listerine Shaving Cream, but we do not want to clog the mouth-piece with phony suds. So we don't claim that using Listerine Shaving Cream is like pouring balm on troubled whiskers. We don't pretend that our cream contains mysterious ingredients to air-condition your face. We don't offer a single electron in a tubeful.

We do say for Listerine Shaving Cream that it is a *sensible* shaving aid. In every fraction of an inch of this quality cream, there is lots and lots of good, rich lather which makes big billows of moisture-laden lather. This *helps* it wilt wiry whiskers, *helps* reduce the sting and nuisance of shaving.

If after trying Listerine Shaving Cream, you think that you did not get your full money's worth, we will gladly refund your money. Or double your money, if that appeals to you more—because a dissatisfied customer never does a product any good.

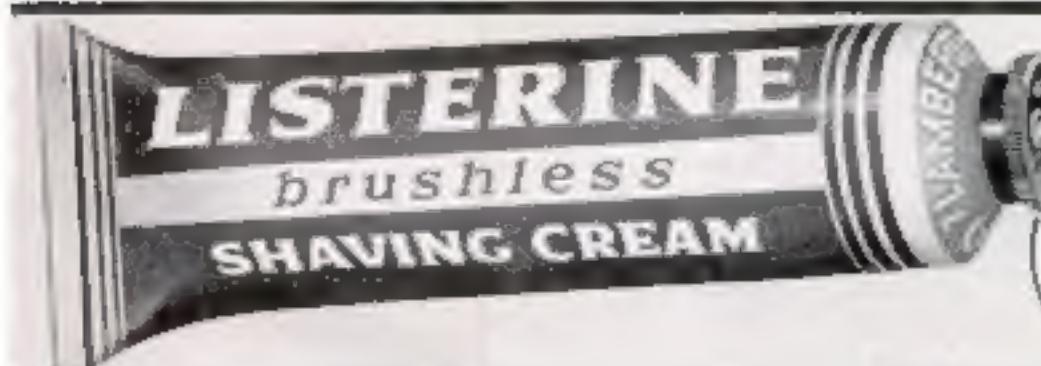
If our reasonable claims for a quality product appeal to you, why not meet Listerine Shaving Cream face to face? Ask for it at any drug counter. The price is low, the tube lasts long; so it is just as smart to buy as it is smartless to use.

LAMBERT PHARMACAL COMPANY, St. Louis, Mo.

**35¢ TUBE LASTS AND L-A-S-T-S**  
*month after month after month.*



P.S. TO THE LADIES: For a great shampoo try friend husband's Listerine Shaving Cream...just a little makes clouds of foamy, cleansing lather.



REMEMBER, THERE ARE 2 TYPES OF LISTERINE SHAVING CREAM

Out of this tube come swell shaves  
for men who prefer no-brush cream

This One



SU8K-KAG-1HX5

Copyrighted material

# now you see it... now you don't

**1. WHO'S FOOLING WHOM?** People who see like this fool nobody but themselves... into thinking they see all there is. Of course, they don't know what they're missing until professional eye care shows them.



**2. QUICKER THAN THE EYE**—Almost anything is quicker than eyes slowed down by straining to see through "outgrown" glasses. Eyes change with the years, glasses don't. That's why re-examination — regularly — is so important.

**3. THERE'S NO MAGIC** to eyesight that's clear, sharp, comfortable under all conditions. It just means giving your eyes the benefits of professional care offered by Ophthalmologists, Optometrists and Dispensing Opticians in your community. It means *having your eyes examined regularly!*



Soft-Lite Lenses are made by Bausch & Lomb solely for the Soft-Lite Lens Company, are ground to individual prescription in single vision or bifocal forms.



## LETTERS TO THE EDITORS

### THREE AIRMEN

Sirs:

My congratulations to you and to John Hersey and Tom Lea, for "Three Airmen" (LIFE, May 29). These three are fliers whose lasting fame has not been affected by press-agentry, but rests on the admiration and affection of airmen everywhere—old and young. The names of Doolittle, Baileigh and Chennault will be immortalized in song and legend.

LOUIS DEJEAN

Chattfield, Minn.

### GENE KELLY

Sirs:

I thought your article on Gene Kelly's dancing (LIFE, May 29) was swell. To my mind, enough articles could be written about Gene Kelly to fill a book. I find more to swoon about in him than I



KING OF HOLLYWOOD

ever did in Frank Sinatra, and that is saying a great deal. Why don't you print the story of his life? I think he is destined to become one of the kings of Hollywood.

SALLY MOORE

Graham, Texas

### COTTON TROUBLE

Sirs:

Because I depend on LIFE both for interest and accuracy, I resent the tone of the article in the May 29 issue pertaining to cotton clothes.

The average person reading this article would assume two things: first, that only the rich can afford cotton dresses this year and second, that the higher-priced manufacturers have grabbed cotton material in a time of shortage. Neither of these is true.

The quality of the merchandise in the medium price this year has been up to standard in every way and the woman who last year paid \$8 to \$10 for a cotton dress can buy an equally good garment this year for the same amount of money.

MRS. CLEORA F. TIMMERMAN  
The Union Dry Goods Co.  
Macon, Ga.

• That inexpensive cotton dresses on the market this year are: 1) very scarce and 2) badly made, was recently admitted by both WPB's Donald Nelson and OPA's Chester Bowles.—ED.

### CONGRESSMAN DIRKSEN

Sirs:

LIFE, in its May 22 issue advises the Republicans to go to the Midwest for a candidate for the presidency and it ad-

(continued on p. 4)



**DON'T  
CHIP IN . . .**

*Dig In*

**WHEN YOU BUY YOUR**

**5th WAR LOAN BONDS**

This soldier can have some pretty fair protection for himself if he digs like the devil for about ten minutes. It won't be all he wants. But it may be enough to save his life.

On the other hand, if you dig in and buy 5th War Loan bonds, you—and your family and children—can have the safest security in the world as your protection for the next ten years.

He is fighting this war for you as well as himself. How about your really digging in, this time, and helping him protect the America that he hopes to come home to?

**UNITED-CARR FASTENER CORP.**

Cambridge 42, Massachusetts



# Courteous Calm *and* Competent

These are traditions of the telephone business.

The courtesy born of competence and the calm, sure speed that comes from knowing how.

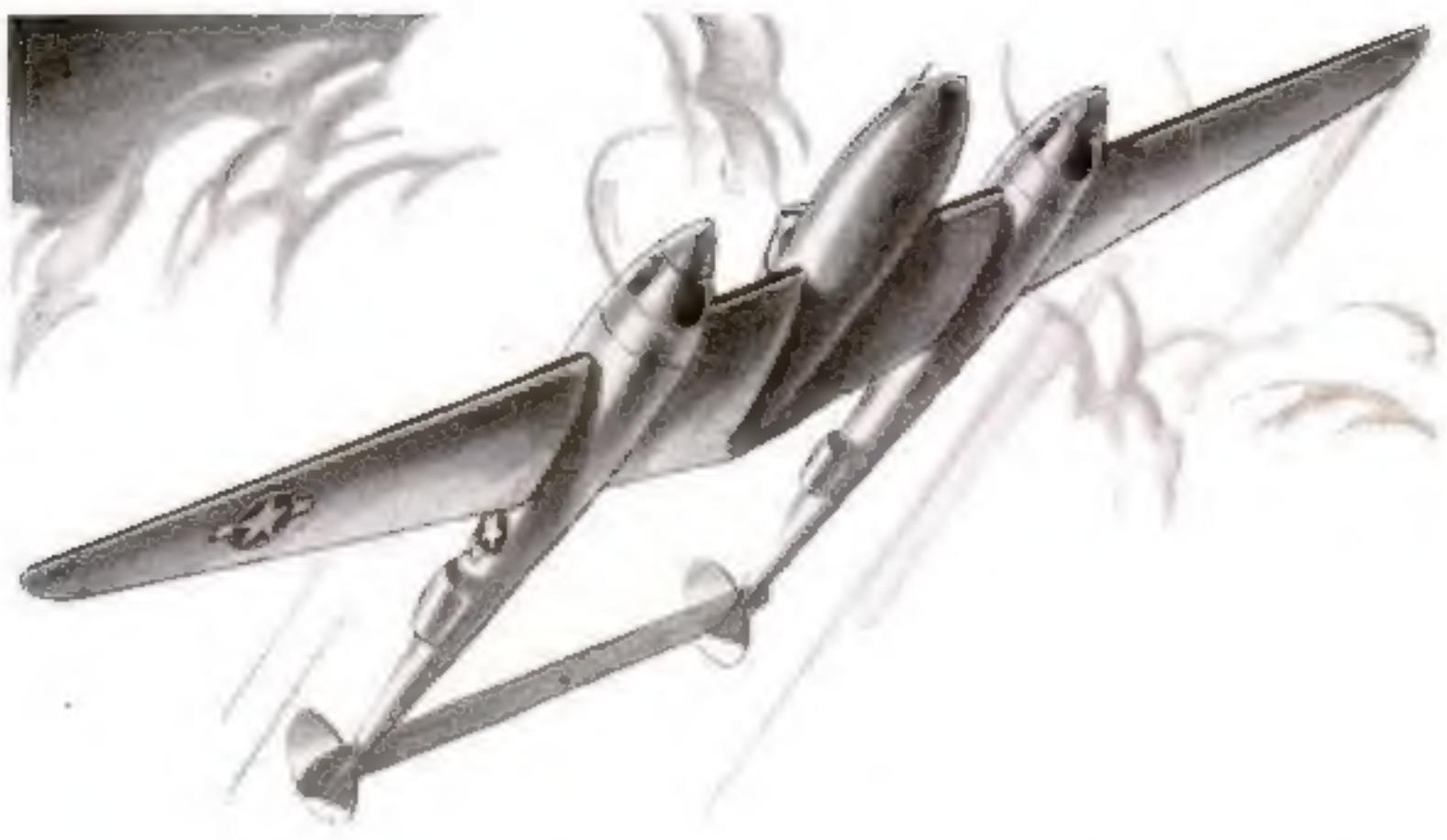
Learned in peace, these are valuable traits in war when Bell System people are under more pressure than ever before.

Even in today's rush and hurry, "The Voice With a Smile" keeps right on being a part of telephone service.

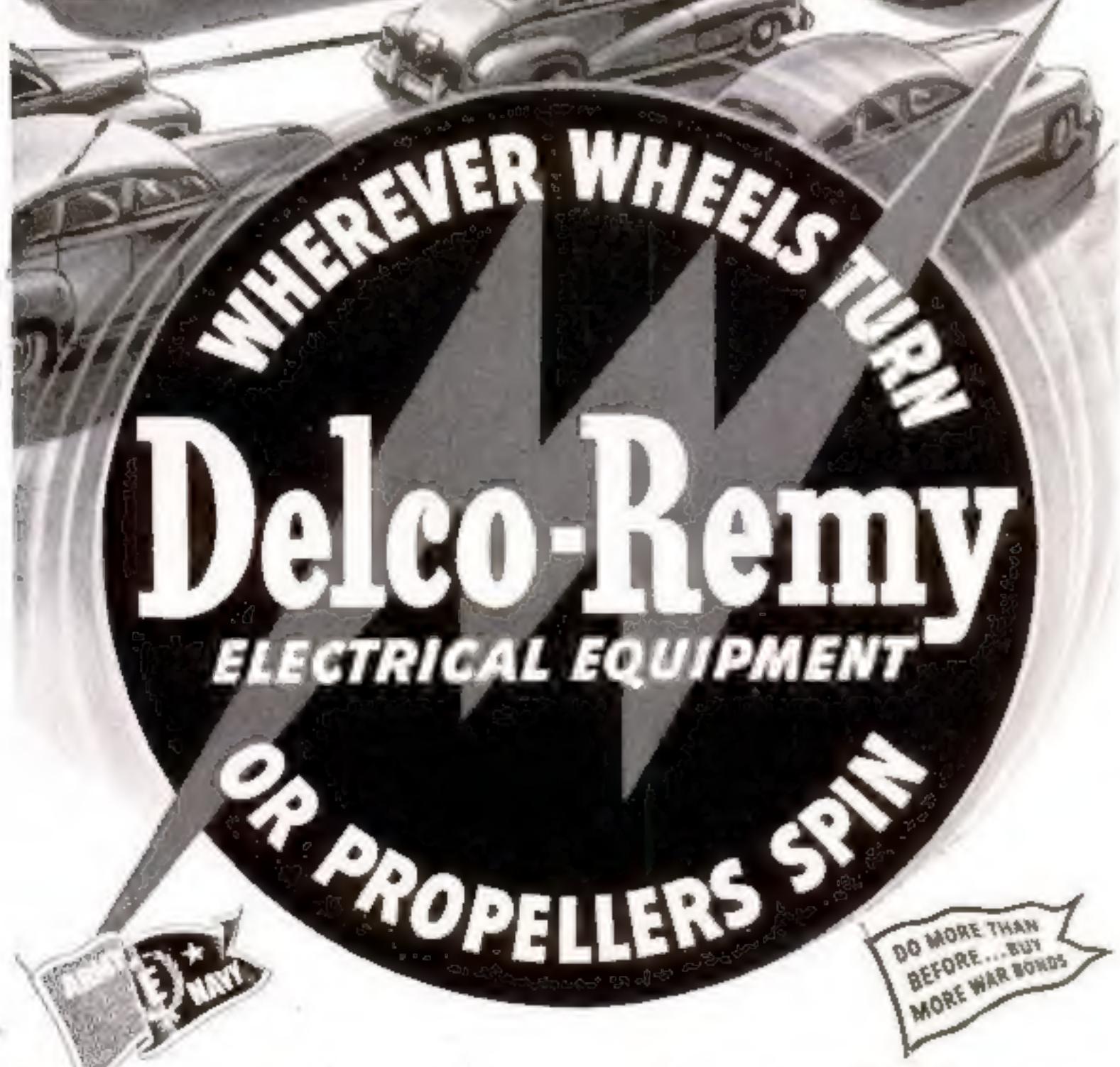
BELL TELEPHONE SYSTEM



*When you're calling over war-busy lines, the Long Distance operator may ask you to "please limit your call to 5 minutes." That's to help more calls get through during rush periods.*



*400 miles per hour...  
or 35 miles per hour*



**Delco-Remy Division of General Motors**  
\* AUTOMOTIVE \* AIRCRAFT \* TRACTOR \* MARINE \*  
Electrical Equipment and Delco Batteries

## LETTERS TO THE EDITORS CONTINUED

vances some compelling arguments for such a course.

But if the national convention should act otherwise, it should at least go to the Midwest for its vice-presidential nominee. It should, in fact, go to the Midwest for a very particular vice-presidential nominee: the Honorable Everett McKinley Dirksen, a member of Congress from the very heart of Illinois, who is completing his sixth term of service in the United States House of Representatives.

He has spent his entire lifetime in that great inland empire which is the world's breadbasket, and knows the language, the traditions and the spirit of its people.

Perhaps he is the only person who has ever been put forward for a place on the national ticket by his colleagues in Congress. The majority of those who signed the petition were from the Midwest—Iowa, Illinois, Nebraska, Missouri, South Dakota, Colorado, Kansas and other states. His colleagues, who know him best and have seen him under fire on the floor, know also his capacity for study and retention. And Dirksen knows the farmer. More than that—they know him and have confidence in him.

I am not unmindful of the fact that the Midwest is also an empire of business and industry and labor. Here again Congressman Dirksen will fill the bill. Not without reason did Mark Sullivan say that: "Dirksen would stand high on any list of Congressmen best equipped with understanding of the nation's business and . . . is an exceptionally diligent and intelligent leader."

The Midwest has probably given 4,000,000 or more of its young men and women to the cause for which we fight. Why not give it one place on the national ticket?

LIFE expresses concern over the Midwest attitude toward foreign policy and utters the belief that Midwestern folks would have more faith in one of their own. Congressman Dirksen would serve purposefully in that respect. He has some familiarity with both Europe and Latin America. Party leaders selected him as one of the 40 to attend the Republican National Advisory Council meeting at Mackinac, Mich., in September 1943, where the Mackinac Charter was fashioned and adopted as a party guide in the field of foreign policy.

His work on the Appropriations Committee of the House in curtailing expenditures and rolling back bureaucracy is well-known to every one of his colleagues. His efforts to curb the expansion of the indefensible federal functions is an open book.

There is a friendly aura about the Midwest. That aura clings to "Ev" Dirksen, as we so affectionately call him. Like the Midwest, he is robust, cheerful, friendly, and his colleagues will take off their shirts for him. We are for Congressman Dirksen for a place on the national ticket.

DEWEY SHORT  
U. S. House of Representatives  
Washington, D. C.

### THE SOLAR SYSTEM

Sirs:

Congratulations to Chesley Bonestell for his beautiful and educational pictures on the solar system (LIFE, May 30).

Astronomy is one of the oldest sciences, yet one of the most obscure to the average man. But to the many small groups of amateur astronomers in the nation nothing is more fascinating than to watch the heavens in all their glory on a dark night.

JAMES R. MEAD  
New Castle, Pa.

Sirs:

Your article on the solar system mentioned the relative sizes of the planets, but stated that the accompanying pic-

## UNTOLD MISERIES TO MANY OUT OF **ONE OLD TIN CAN!\***

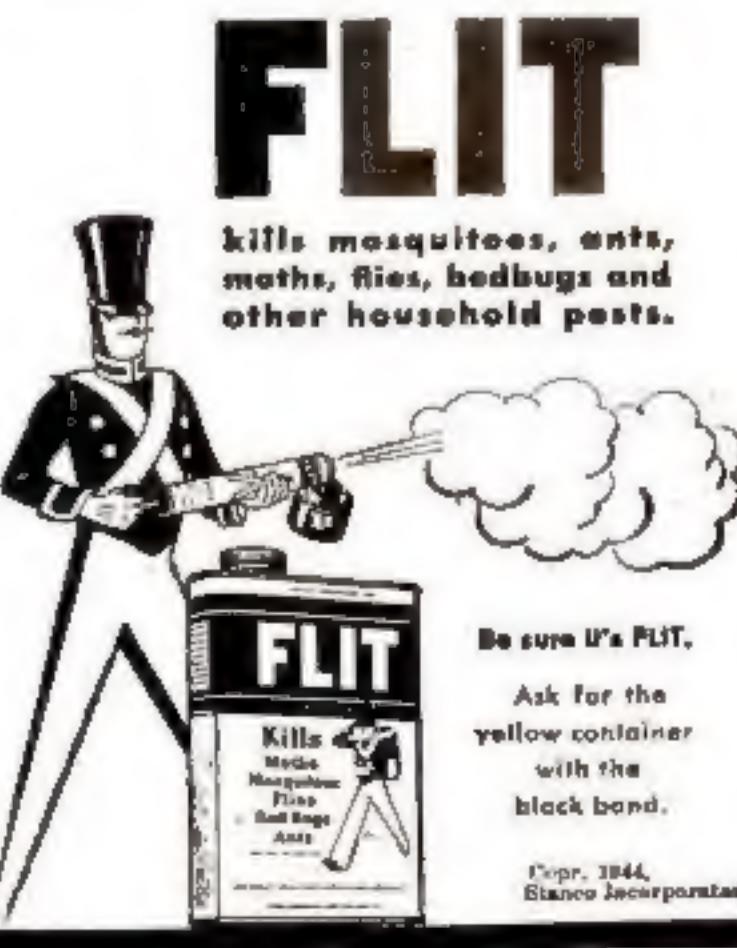


**Spray FLIT on all stagnant water.** It wipes out baby Anopheles . . . the malaria mosquito . . . before it has a chance to hatch out into a full-fledged carrier of disease.

**Spray FLIT in closets and all dark corners.** It's sudden death to the mosquito that may spread living death from a sick man to you.

**Attack all mosquitoes** in the air . . . with a quick shot of FLIT. It's an easy way to kill 'em. It's a smart way to help protect the health and happiness of your family. Be prepared! Arm yourself with plenty of FLIT... today!

\* Empty tin cans catch water . . . act as breeding places for mosquitoes. Why not serve your country and your community by turning them all in for scrap?



WE WERE

# Grounded on Guadalcanal

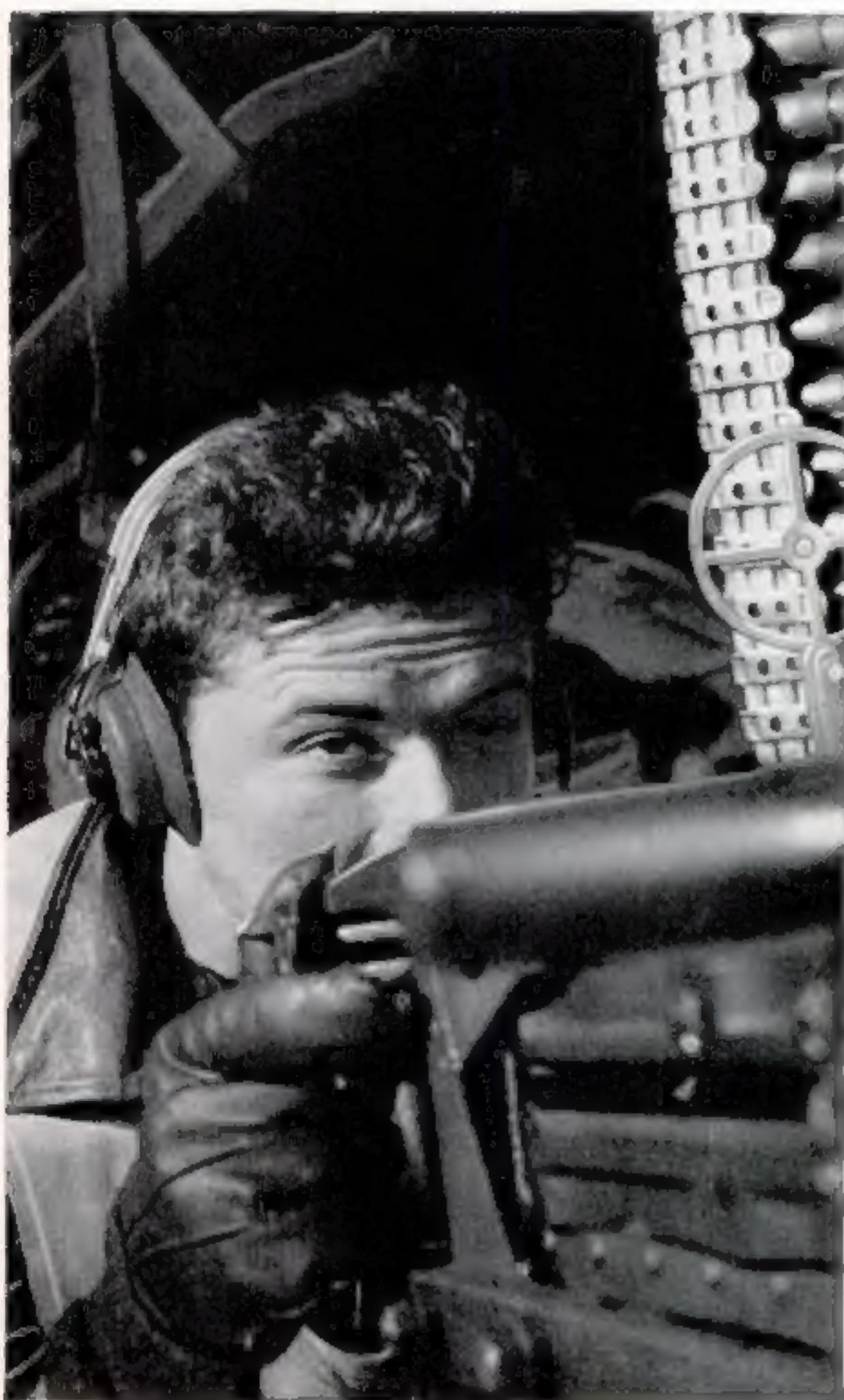


PHOTO BY AMERICAN MAGAZINE

The author—a gunner who flew on more than 69 missions. He was awarded the Distinguished Flying Cross, the Air Medal, the Purple Heart and a Presidential Citation. Recently he received a medical discharge.

\* \* \*

## Henderson Field, Guadalcanal

**October 17.** "We came out looking for food. After spending the last 48 hours straight in our foxholes—waist-deep in mud and water, while the Japs shelled us from their cruisers and shore batteries—we were hungry. But we had no luck at any of the field kitchens. When we asked where the hell our chow was, the mess officer told us the cooks were down on the beaches doing something a lot more important than filling our bellies. They were manhandling 50-gallon gasoline drums. Apparently the cargo ships had had to throw the stuff overboard and let the tide carry the drums in toward shore. So we went on down to help out. We spent 72 hours without a break, manhandling those 50-gallon drums of gasoline around in deep water. The belly of a plane has a hell of a lot more priority on being fed than the belly of a soldier . . ."

## Henderson Field

**October 28.** "Operations canceled all bombing missions today for a new reason—which makes things look pretty black around here. For a long time now, we've been short on gasoline. The bomb-bay tanks of all Fortresses were drained today to feed the fighters. Apparently some tankers have been sunk on their way out here, and there is barely enough gasoline to keep our tiny force of fighters in the air—let alone to send a Fortress out bombing, which needs about 2000 gallons. This is a real tight spot. If gasoline does not come in a week, we might as well surrender or retreat. Never gave much thought to the stuff before, but now realize the whole damn war hinges on it, and that I better start taking lessons in Japanese unless tankers get here pronto . . ."

## Henderson Field

**November 1.** "Terrific celebrations in camp today (on home brew from the coconuts!). The tankers arrived! These tankers had been on their way to some other destination, but frantic radio messages diverted them to us. Thank God we've got gasoline at last! Our chances of ever getting out of this hell hole look

better now. And tomorrow we go bombing again—up to hit at Bougainville . . ."

## New Hebrides

**November 20.** "What a day! Bombed Munda Point, New Georgia. Our bombardier did a wonderful job and laid eight 500-pounders right in their lap, straight across their airstrip. We believe he blew up a gasoline dump, judging by the flames and explosions. Put Tojo right in that spot we were in back in October. Boy, if he is out of gas we'll be able to paste the living daylights out of him!"

## New Hebrides

**November 26.** "Landed from a tough 10-hour mission, and looked forward to chow and sleep. But Operations had different ideas. A new Jap task force had just been sighted and we were ordered out to bomb it immediately. We loaded a new set of bombs and a fresh supply of ammunition and started to take on the 1000 gallons of gasoline we needed. Then the pumping system went phut. So we had to load by hand. But help came in the shape of a three-star general and his staff, of all things! When he heard we had to load by hand after 10 hours' straight flying and had to go out again immediately, he ordered us all to take a snooze under the wing while the old man himself and his pompous staff took off their shirts and loaded 400 gallons themselves by hand! Nearly killed them, I guess, with the thermometer at 120°. First time I have ever seen a three-star general load gasoline while a private slept under the wing! Did my soul good. But just shows what a hell of a swell outfit this Air Force is when we go into combat."

\* \* \*

*Now you know what gasoline—or the lack of it—can mean at the fighting front. Please remember, gasoline powers the attack—don't waste a drop. Buy as little—use as little—as you can.*



COPYRIGHT 1944, ETHYL CORPORATION



## Mary puts an end to "breakfast blues"!



**TOM:** "Bran may be good for me. But its flavor gives me the blues."

**MARY:** "This kind won't. It's Nabisco 100% Bran, made by the folks who bake Ritz Crackers. They sure know how to make foods taste good."



**TOM:** "Say . . . maybe you've got something here . . . It's good!"

**MARY:** "Of course! And notice how small the bran fibers are! They're double-milled . . . that makes them finer, less likely to be irritating."

**MARY:** "And you know Nabisco 100% Bran is such an easy way to help relieve constipation due to insufficient bulk."

**TOM:** "Give me this every morning and you'll end my breakfast blues."



### SO MILD-ACTING BECAUSE IT'S DOUBLE-MILLED

Thank your lucky stars for double-milling, the special process that breaks down the fibers of Nabisco 100% Bran making them smaller, less likely to be irritating. You'll enjoy this bran in delicious muffins (the recipe is on the package) or as a tasty breakfast cereal. Look for Nabisco 100% Bran in the yellow-and-red package.

*If your constipation is not helped in this simple manner, see a competent physician.*



BAKED BY NABISCO • NATIONAL BISCUIT COMPANY



This seal means that the Council on Foods and Nutrition of the American Medical Association has accepted this product and its advertising.

## LETTERS TO THE EDITORS

CONTINUED

ture did not "convey the sense of vast open spaces between planets . . . I thought, therefore, that this description written by Sir John Herschel, the famous English astronomer, whose father Sir William Herschel discovered the planet Uranus in 1781 might interest LIFE's readers. He makes no mention of Pluto which, of course, was unknown at that time.

"Choose any well-leveled field. On it place a globe two feet in diameter. This will represent the sun. Mercury will be represented by a grain of mustard seed on the circumference of a circle 104 feet in diameter drawn around the globe; Venus, by a pea, on a circle of 284 feet in diameter for its orbit; Earth, also a pea, on a circle of 430 feet; Mars, a rather large pin's head, on a circle of 654 feet; the asteroids, grains of sand, on orbits having diameters of 1,000 to 1,200 feet; Jupiter, a moderate-sized orange, on a circle nearly a half mile across; Saturn, a small orange, on a circle nearly four-fifths of a mile; Uranus, a full-sized cherry or small plum, on a circle about a mile in diameter; and finally Neptune, a good-sized plum, on a circle of about two-and-a-half miles in diameter."

On this same scale, Pluto could be represented by a small pea on a circle having a diameter of about 3.2 miles.

DONALD MARY

Baton Rouge, La.

Sirs:

LIFE's "Solar System" was a welcome diversion from comments and pictures on death, destruction and destitution all over the world. If mankind in its frenzy should succeed in utterly destroying itself, the destruction would create not so much as a ripple in the great universe of which we are only an insignificant part. May LIFE publish more about the universe that we may learn from its law and order to avoid war.

W. C. CARTER

Delaware, Ohio

### MID-CONTINENT SEAMAN

Sirs:

In the photographic essay on the state of Kansas (LIFE, Feb. 14) you printed a full-page picture of the monument at the geographical center of the U. S. near Lebanon, Kan. This picture in-



spired me to go in search of a recruit for the U. S. Maritime Service whom I could point to as coming from the true "heart of the U. S. A."

My efforts have at last been successful and in this picture you can see the result of my LIFE-inspired search.

The Maritime Service's "Mr. Heart of America," representing the real crossroads of America, has been sworn into the Maritime Service and is now at the USMS training station at Catalina Island, Calif. His name is William Relihan.

Apprentice Seaman Relihan, who

## TIRED?



Drink  
Orange-Crush  
T.M. REG. U.S. PAT. OFF.  
and  
FEEL FRESH

The fresh fruit flavor of Orange-CRUSH makes you feel fresh! Ask for Orange-CRUSH in the patented flavor-guarding bottle.



Natural Color  
Natural Flavor

\* Juice of tree-ripened Valencia Oranges, orange peel, citric acid from lemon juice, sugar syrup, filtered carbonated water...that's Orange-CRUSH!

Also served from the new Orange-CRUSH mixing dispenser at fountains and refreshment stands.

AMERICA'S LEADING  
BOTTLED ORANGE DRINK

(continued on p. 8)

# Interesting war jobs

made easier by G-E lamps

They're measuring wind currents at night to get vital data for flyers. A tiny G-E lamp attached to the "weather" balloon makes its flight easier for observers to follow, in checking the speed and direction of winds aloft.

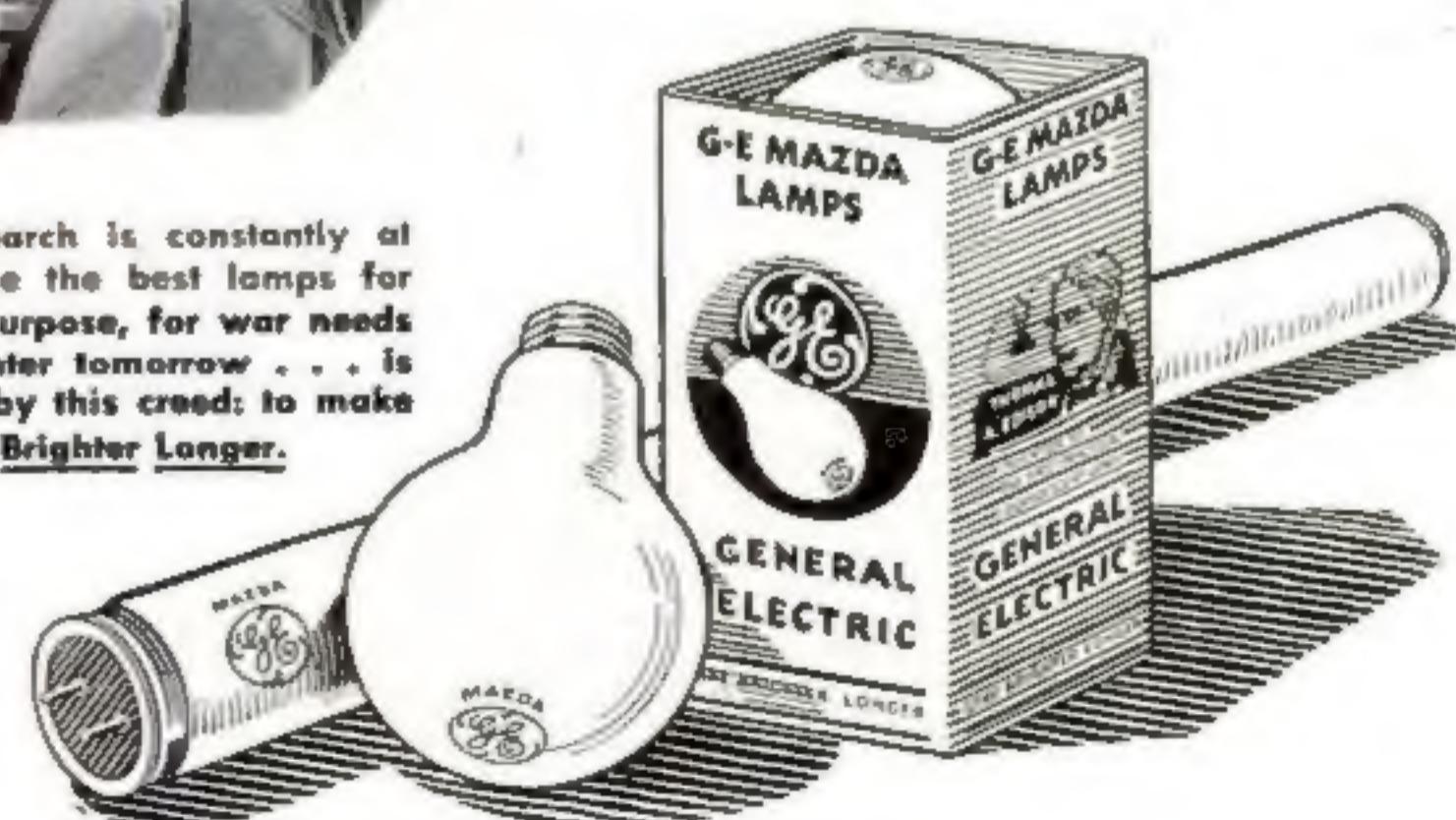


She's making sure that his parachute is "right". After use, and at least every 30 days, parachutes are inspected under "indoor daylight" from G-E fluorescent lamps before re-packing. On some inspection tables a lighted, recessed, glass panel facilitates critical inspection.

She's taking pictures that the Army needs. And G-E Photoflash Lamps help her move about freely, provide light for crisp, clear shots anywhere day or night. In the dark room, other G-E lamps make laboratory work easier.



She's guiding a plane to safe landing. Day or night, the powerful light from a G-E lamp in the "blinker gun" makes it possible to talk with planes not yet radio-equipped or whose radio is damaged.



## Thousands More WACS Needed

Women: The Army needs your help on important, interesting jobs like these, 239 kinds of them. The need is urgent, to keep operations ahead of schedule. And you can secure valuable specialized training which will prove helpful after the war. See your nearest recruiting office for details on the Women's Army Corps.

G-E MAZDA LAMPS

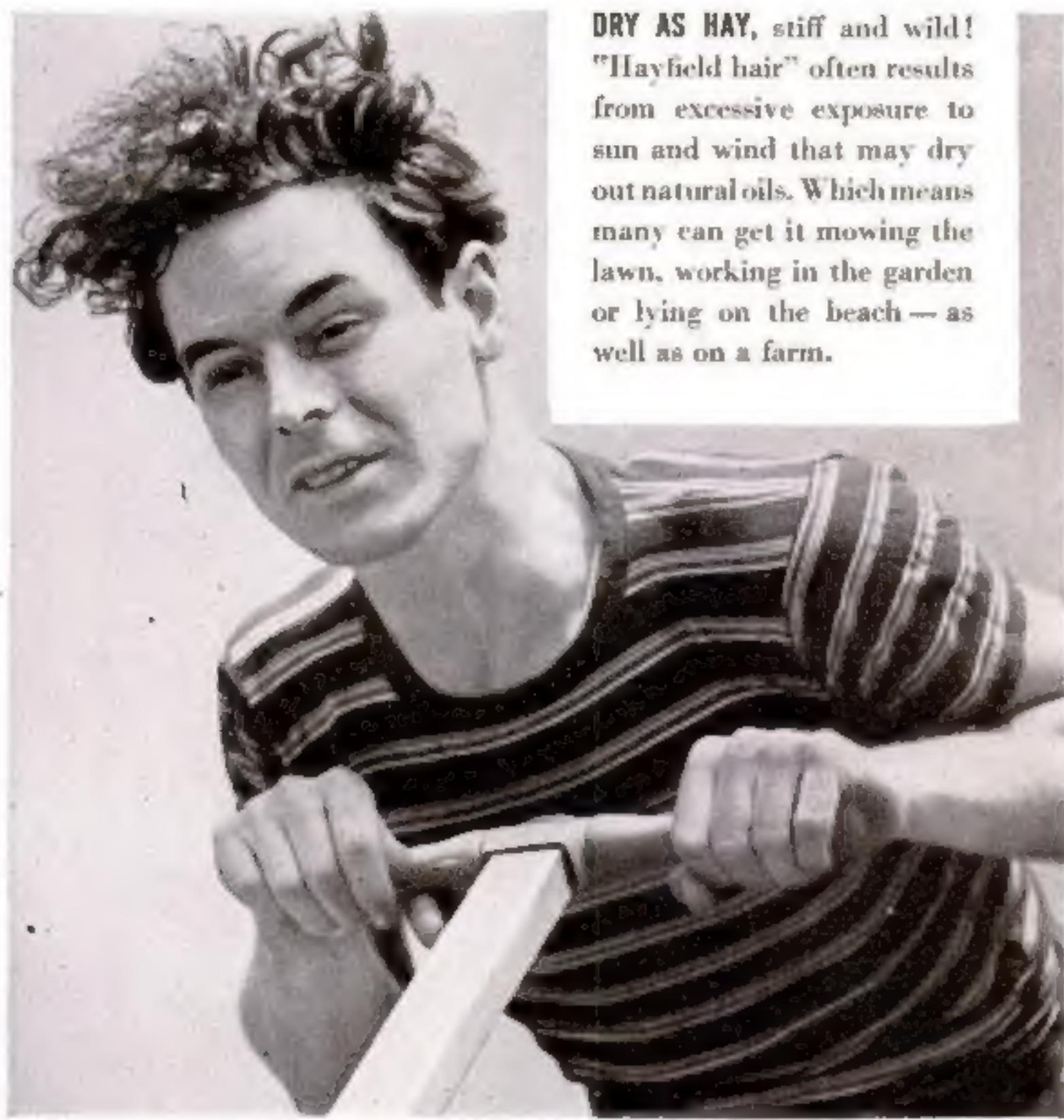
**GENERAL ELECTRIC**

Hear the General Electric radio programs: "The G-E All-Girl Orchestra", Sunday 10 p. m. EWT, NBC; "The World Today" news, every weekday 6:45 p. m. EWT, CBS.

Make your war bond investment count to the full—BUY WAR BONDS AND HOLD THEM.

**he only mows the lawn...  
yet he has**

# HAYFIELD HAIR'



**DRY AS HAY**, stiff and wild! "Hayfield hair" often results from excessive exposure to sun and wind that may dry out natural oils. Which means many can get it mowing the lawn, working in the garden or lying on the beach — as well as on a farm.



**DON'T USE GREASE** on "Hayfield hair" — unless you want to slap it down and make it shine like old blue serge. Don't use water, either — because excessive daily use of water as a dressing often tends to dry out hair.



**USE KREML** and see if you don't say, "My hair was never easier to comb, never looked neater, never felt keener!" Kreml also removes ugly dandruff scales and relieves itching of scalp they cause. Try Kreml today!

## KREML HAIR TONIC



Makes hair feel softer, more pliable, easier to comb. Removes ugly dandruff scales and relieves itching of scalp they cause. Kreml also relieves breaking and falling of hair that's dry and brittle due to excessive exposure to sun, wind or water. Use Kreml daily as directed on the label. Try Kreml today!

## LETTERS TO THE EDITORS

CONTINUED

lives less than 1,000 feet from the marker you pictured, helped surveyors locate the geographical center four years ago and erect the marker.

ENSIGN THOMAS R. ROONEY,  
USMS  
Kansas City, Mo.

### OSCAR HAMMERSTEIN II

Sirs:

Orchids to LIFE for its grand close-up on Oscar Hammerstein II in the May 29 issue.

But I found one fault in the third paragraph and I quote: "Back in 1923 I did *Wallflower* with Vincent Youmans."

I think you have confused *Wallflower*, the play Hammerstein and Youmans wrote with the current Broadway hit, *Wallflower*.

HARRY D. CUTCHALL  
Chambersburg, Pa.

• LIFE did indeed get lost in flowers.  
—ED.

### RECKLESS MOUNTAIN BOYS

Sirs:

I suppose that, something like the feud itself, pictures and stories about the Hatfields and McCoys (LIFE, May 22) will go on and on. But here is one picture I think that LIFE readers should not miss. It shows the Hatfield boys



In front of their cabin all ready to start out for a morning's feudin'. As you can see, each one carries a rifle or a Frontier .45 and they all look mighty intent. Old "Devil Anse" is sitting in the middle.

JOHN E. RYAN  
Washington, D. C.

### FIVE THOUSANDTH

Sirs:

I was thrilled by your big double-page spread of the 5,000th Boeing Flying Fortress (LIFE, May 29) turned out since Pearl Harbor by the Seattle plant.

LIFE's readers might be interested to know that Boeing officials began going through the plant way last March marking the parts that would finally be assembled into this 5,000th plane. Somewhere, sometime during this process a worker scrawled his name in crayon on a marked part. The craze caught on and

Time, LIFE, Fortune and the Architectural Forum have been cooperating with the War Production Board ever since Jan., 1943, on the conservation of paper. During the year 1944 these four publications of the Time group are budgeted to use 73,000,000 pounds (1450 freight carloads) less paper than in 1942. In view of resulting shortages of copies, please share your copy of LIFE with your friends.

**FROM NOW ON  
YOU CAN BENCH MY  
SUBSTITUTE...**



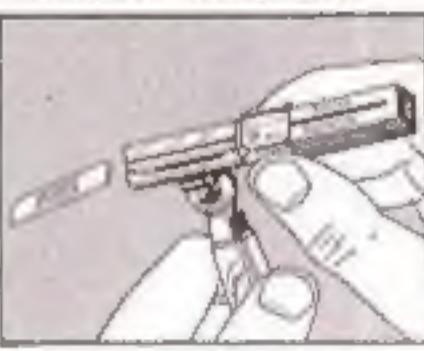
## Schick Injector Blades are back!

No more need to get along with less-than-perfect shaves. You can take your favorite razor down off the shelf and give your face a long-missed shaving treat. Those keen Schick Blades are back *in force*.

Yes, they're back ready to be teamed up with the razor that has brought shaving comfort to millions. And we're happy to say that we're meeting all demands for these blades—both military and civilian! Now, you can rediscover these Schick Injector features—the only basic improvements in safety razor design in over 40 years!

### AUTOMATIC BLADE CHANGE

...an exclusive Schick Injector feature. A pull and push on the Injector shoots out the old blade, slides in a fresh one instantly. Nothing to take apart or reassemble. No fumbling with sharp blade edges or messy paper wrappers.



### SOLID GUIDE BAR

...has a sure-grip surface that stretches and flattens the skin just ahead of the blade. Pops up whiskers for closer, more comfortable shave. Corner guards protect against nicking and scraping.



### DOUBLE-THICK BLADES

...just as long but twice as thick as ordinary blades. 3 times as thick as paper-thin ones. So they take and hold a really keen edge. Oil packed in special cartridge, cutting edges are suspended in space.



## SCHICK INJECTOR RAZOR and BLADES

Magazine Repeating Razor Co., Bridgeport, Conn.

(continued on p. 11)

# The answer is balance



If that top in Buddy's hand were the least bit lopsided, it would wobble. But it spins true because it is properly balanced.

And if the crankshaft in your car doesn't have perfect balance at all speeds, it will wobble too. But we call it vibration. And it can create a lot of high-class trouble — in warplanes as well as cars.

General Motors men, always on the lookout for ways to make more and better things for more people, tackled this vibration problem years ago. And they finally developed a universal balancing machine, which automatically locates unbalanced weights in rotating parts.

You may have seen it at the World's Fairs performing its quiet miracles. It tells us what to do to eliminate engine vibration at its source, making a smoother-running and much longer-lived automobile.

And when the time came for General Motors to take up the production of aircraft engines, the same balancing methods that had so greatly reduced vibration in our cars were applied. Vibration, so dangerous in the air, was cut and cut again. Power was stepped up. Higher speeds became possible.

Today, our faith in victory grows ever stronger as we see our giant air fleets winning epic air battles, making history on

every mission. To put these fleets in the skies was a major miracle in itself. And one of the sources of the extra margin of power and durability they hold is the mastery of balance gained by peacetime enterprise.

America is blessed with such rich reserves of experience because here men have always received just rewards for solving tough problems, for undertaking new things, for cracking hard nuts.

This is the idea that helped give our country the bountiful life we knew in prewar days. It proved to be a great and timely aid to the war effort. And it will insure more and better things for more people in peace.

**GENERAL MOTORS**

"VICTORY IS OUR BUSINESS"

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC  
BODY BY FISHER • FERNANDINE • GMC TRUCK AND COACH

JOHN DEAN  
GENERAL MOTORS AVIATION DIVISION  
GENERAL MOTORS AVIATION DIVISION OF THE AIR  
N.Y. 3-4444

KEEP AMERICA STRONG  
*Buy War Bonds*

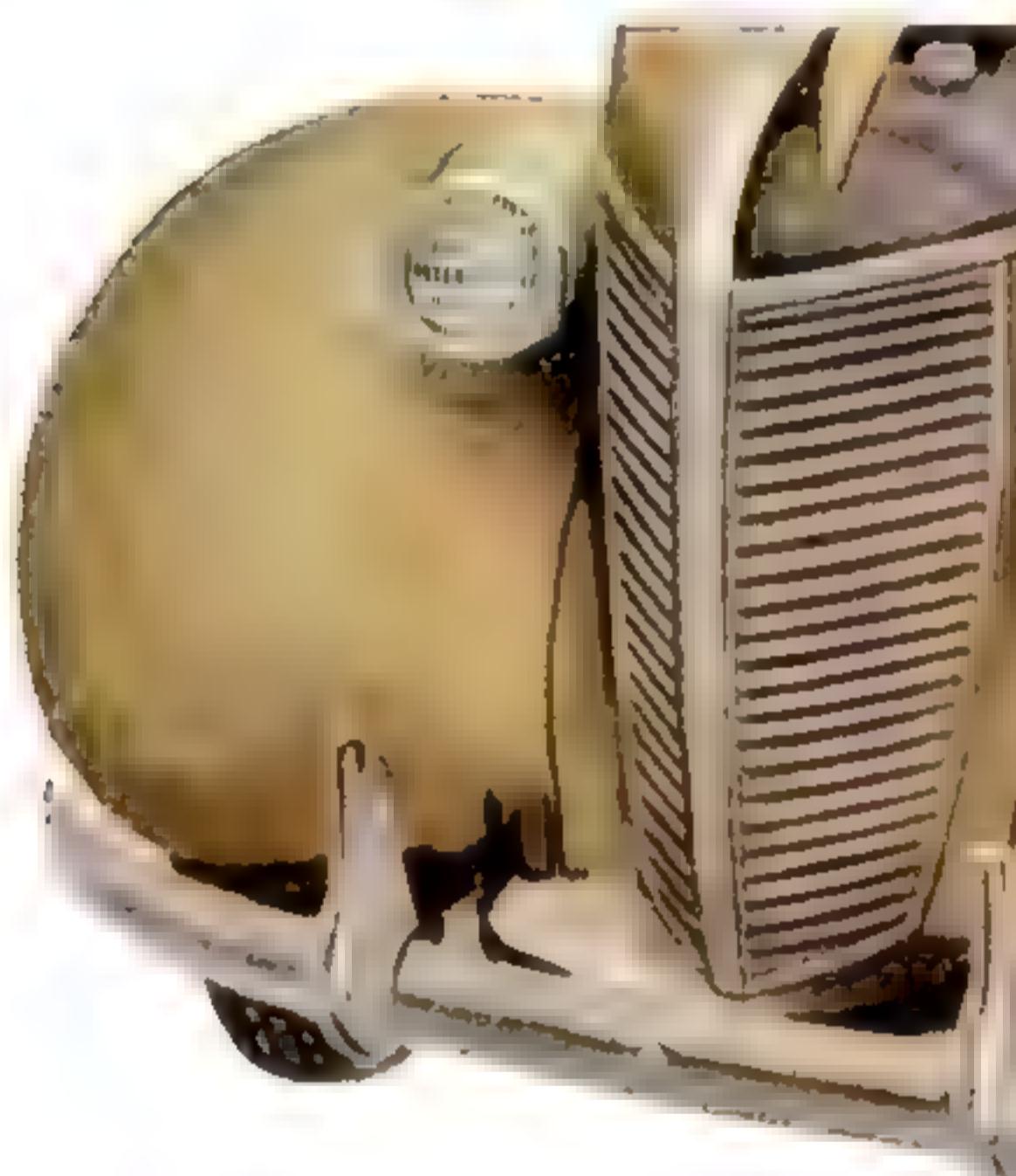
# Life begins at 40,000 ...for cars that get the right care

MANY of us used to consider that at 40,000 miles a car was past its prime. Actually, 40,000 miles in the life of a well-cared-for car can be just the beginning of an even longer period of service.

As any Texaco Dealer can tell you — *proper lubrication is the first step in car-care!* Using Texaco lubricants and methods, he has helped cars reach the 80,000-mile mark in top mechanical condition.

So take your car to your Texaco Dealer tomorrow — and regularly thereafter — for wear-resisting Insulated Havoline Motor Oil and Marfak Chassis Lubrication. Check up regularly on the little things before they become big troubles and you can be a great deal more certain that your car will last for the duration!

THE TEXAS COMPANY



## HAVOLINE'S 40 YEARS OF "CAR-CARE" MAKE IT THE MOTOR OIL FOR YOUR CAR TODAY



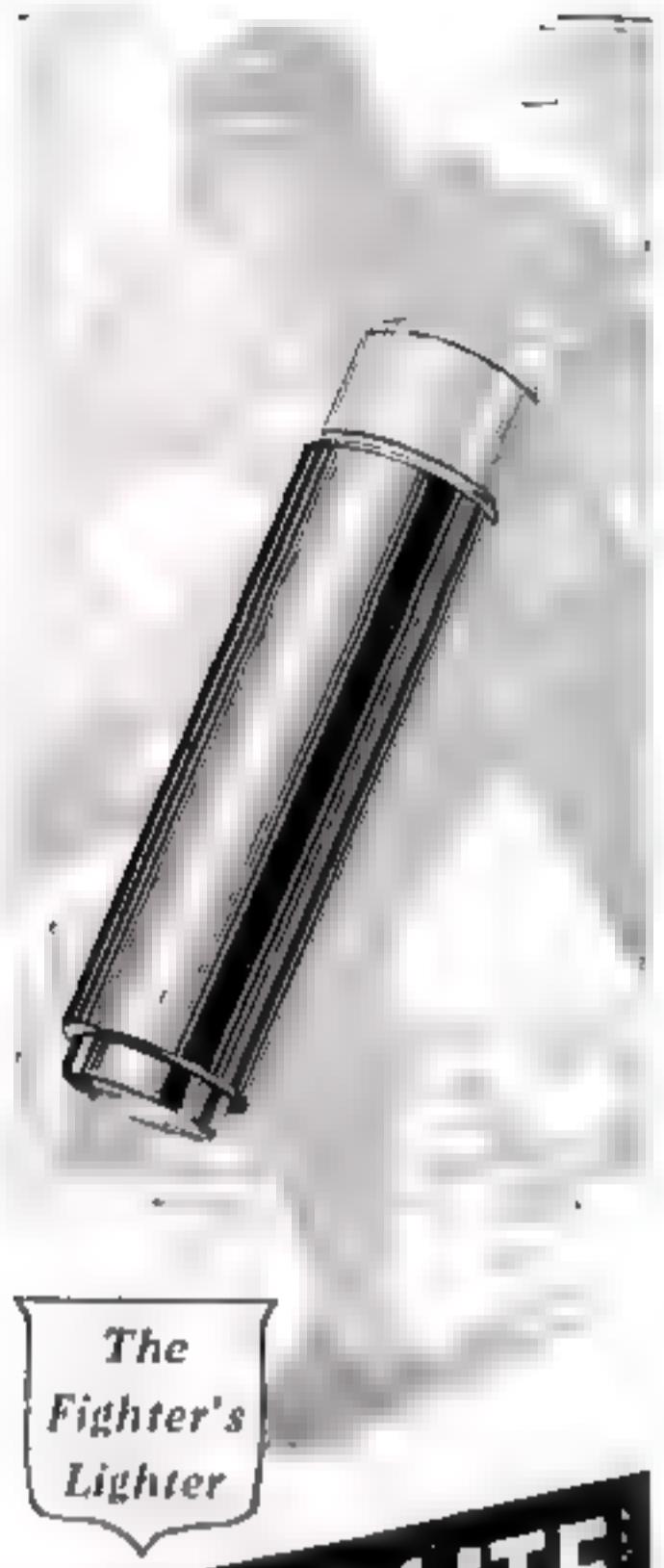
Year by year, since 1904, Havoline Motor Oil has been especially "engineered" for the car of the day — to assure longest possible engine life and smoothest, most efficient operation. This forty years of continuous improvement has made it first choice of millions of motorists throughout the 48 states. Because it conditions the engine to do its best, regardless of mileage, it is the first and most important step in car-care today!



You're welcome at  
**TEXACO DEALERS**



TUNE IN: FRED ALLEN every Sunday night.  
See your local newspaper for time and station.



The  
Fighter's  
Lighter

**LEKTROLITE**  
Flameless  
Cigarette Lighters

NEEDS  
NO PAMPERING  
NO TAMPERING

LEKTROLITE is the fighter's cigarette lighter because it needs no pampering. It works anywhere, anytime, under any conditions because it's FLAMELESS. NO FLAME to blow out in the wind, gale or slipstream. It needs no tampering, either — no wheels to spin, no spark to fail. And in the dark, there's no revealing flame, flare or glare, thus enabling our boys to smoke at night. That's the kind of cigarette lighter service men need\* — and they're getting it! Every LEKTROLITE goes to the front into the hands of a fighting man!

\*Reprints of letters we have received from service men overseas are available on request.



There is plenty of LEKTROLITE FLUID for those owning power LEKTROLITES. So fuel up your lighter — the more you use it, the better it works!

IT'S THE FIGHTER'S LIGHTER  
TODAY... YOURS TOMORROW

**LEKTROLITE**  
Flameless  
Cigarette Lighters

BUY MORE WAR BONDS

LEKTROLITE CORP., 1907 PARK AVE., NEW YORK 35, N.Y.

## LETTERS TO THE EDITOR

soon men and women workers were inscribing parts with lipstick, pencils and chalk.

Since your story has appeared the plane has been test flown and delivered to the Army. When last heard of it was at a modification center with all the names still intact and presumably to be carried into combat.

HAROLD MANSFIELD  
Seattle, Wash.

### PRIOR CLAIM

Sirs:

In your Picture to the Editors for May 20 you pictured a horse named Sport a Serenade which had had a cataract removed from its eye. Correspondent Casey Elliot, who signed the accompanying letter, was wrong when he guessed that this was the first horse



which has ever had this complicated eye operation. Here is a picture of a race horse owned by Dr Thornton of Edgemont, S. Dak which not only underwent a cataract operation 20 years ago but was subsequently fitted with optically ground corrective glasses which are visible in the picture.

H. O. MAGORIAN  
Auburn, Calif.

### SUCCESSOR

Sirs:

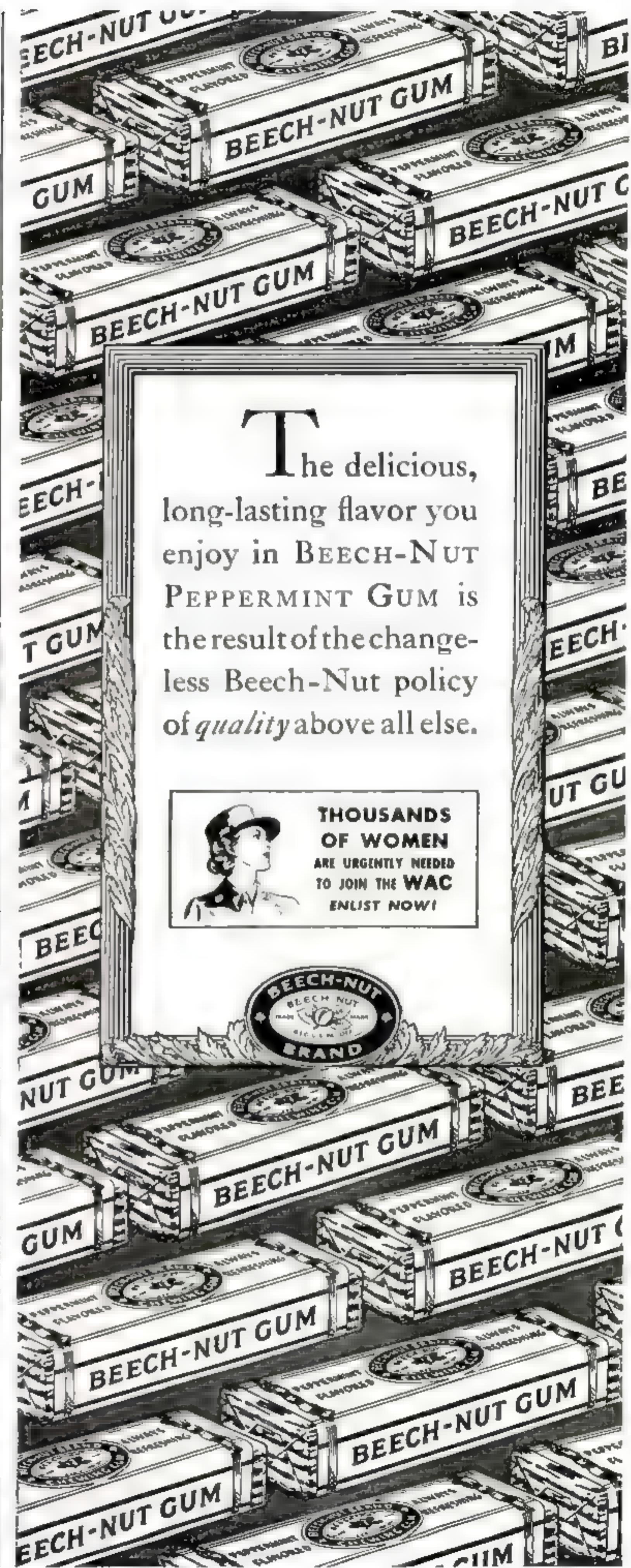
This is where I came in. LIFE's picture to the Editor of Gwen Johns (LIFE, May 20) should start Miss Johns on a publicity whirl closely paralleling that of the now famous Miss Williams. The wheel has come full circle, goodby Chilli, hello Gwen.

W. B. O'NEAL  
Tyler, Texas

Sirs:

Leave us have more of this fair damsel. Meaning, of course, Gwen Johns.

JACK HILLIER  
Ames, Iowa



# SPEAKING OF PICTURES . . .

. . . THESE ARE NOTES FROM PETER HURD'S SKETCHBOOK

The strange people and places reproduced on these pages are thumbnail notes from the sketchbook of LIFE's War Artist-Correspondent Peter Hurd, who has just returned from a flying trip to the Gold Coast, up through Arabia to central India and back

home via Italy and North Africa. He flew all the way on planes of the Air Transport Command, the way LIFE Photographer McAvoy recently did in his 10-day round trip to India (LIFE, June 5). From first-hand notes like these Hurd is now working on paint-

ings that will show the odd and faraway places our fighting men themselves are seeing during this war. The high spot of the trip was his visit to the Indian Maharaja of Jodhpur where he saw a wedding which involved elephants, dancing girls and 1,000 guests.



Moonlight on Orange Field, Puerto Rico      First step of Florida.



Negro carrying  
load called '60-mile  
dancer' from Georgetown.



Monsoon island from an off-shore plane.  
Incongruous, strange, grey monsoon island looking down,  
I, in waist gun blower of Catalina PBY.



Festive Monday celebration in native village on Gold Coast—  
like a combination of Congo jamboree and Harlem masquerade.



Nigerian man seen in walled city of Maiduguri  
left by terrible locusts until given a sheltering



Native types,  
Gold Coast—  
(central figure)  
colonial native police



No office

Nigerian ambidexter  
in Kano



Nile near Khartoum - sketched from pup.  
Native crowded around me, extorted 25 piastres.

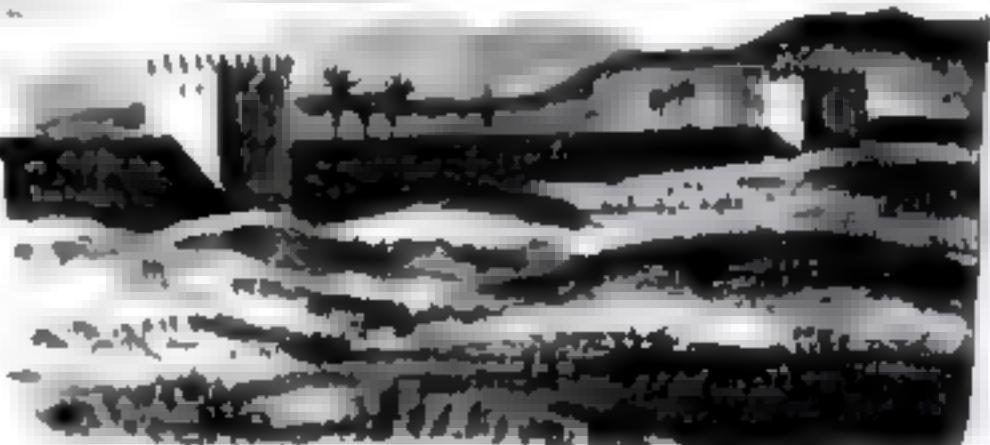


Bullocks raising water to irrigate date plantation, Upper Nile, near Khartoum.  
Quarter mile downstream modern gasoline engine irrigates alfalfa fields.



Plein Maroc

Arabs market near Khartoum - all clothing black and white  
native women carry heavily loaded baskets on heads - not veiled



Walled city of Fez, French Morocco.  
Flies here on C-57. A remote world  
of Arabic Nights. Wish to retrace route  
23 hours by plane from New York City.



Holy man,  
Central India



Indian village scene in the market



Hump-backed bullocks work old world machinery, draw water, grind grain



Indian Prince at Maharastra  
of Sodhpur's court awaiting.



Gentleman in Sodhpur, India  
wear jodhpurs



Dancing girl in Maharastra's party.



Hambi bazaar  
in Sodhpur

## SPEAKING OF PICTURES

continued



Tune In! CAN YOU TOP THIS? Saturday Night—NBC Network



Catholic priest was sketched by Artist Peter Hurd on a Naples street.

British general waiting for plane at Algiers airport strikes a bored pose.



A Senegalese soldier in Casablanca talked to Peter Hurd in bad French.

A Moroccan soldier in Casablanca stood guard when artist saw him.



## GUESTS NEVER GET UP AT THE ANDERSONS'



**Y**OU can't blame them. What's a spring morning in the country compared with the joy of sleeping late and languorously on an Airfoam mattress? That's simply out of this world!

You float gloriously on air—free air that Airfoam breathes in through its millions of tiny latex cells, like a living thing. Because it is "live," an Airfoam mattress shapes itself to your every curve, cradling every muscle uniformly from head to toe.

Just ask anyone fortunate enough to own an Airfoam mattress now. They'll tell you it's magic. That's why many hospitals use this wonder mattress for severe bedridden

cases. It brings rest and comfort when all else fails.

No, you can't buy one now. Every ounce of Airfoam is needed to cushion super-sensitive instruments used by America's fighting forces. But after the war, you who love your comfort will find Airfoam again in de luxe mattresses and furniture—in seats on the best trains, cars, airplanes and buses, too—thanks to Goodyear research.

**Airfoam**  
THE NEW NAME FOR COMFORT  
**GOOD YEAR**



"*Tick-Tock-Tick-Tock*"

*Shorten the war—Shorten the war!!*

*For 36 years The Hoover Company has been friend and helper to the American Home. Nearly 6,000,000 Hoovers have gone into these homes. At present, we are not manufacturing Hoover Cleaners; we are making war equipment instead. We are making "Shorten the War" our advertising message. If we can help take even a few ticks of the clock off this war we shall feel our advertising has been in the worthiest cause in all history.*

*The sooner the big clocks and the little clocks of this land start counting the seconds, minutes and hours of Peace again, the more quickly our boys will be back home where they long to be . . .*

If the first World War had ended even one hour sooner, the lives of 3,000 Allied soldiers would have been saved.

How can your home help shorten this war?

People in it can wear clothes a little longer, aren't too proud to patch them.

People in a war-shortening home use their own elbow grease to fix and repair. That means a few more work hours are released for war.

People in a war-shortening home walk instead of ride, "carry themselves" instead of "being delivered"—because they know a bit of rubber tires saved here means a bit more rubber tires for a plane or a jeep.

People in a war-shortening home have a keen eye always out for collecting

waste fats and waste paper, a patriotic foot for stamping on tin cans, a handy hand for writing morale-raising V-Mail letters to fighters, the red-white-and-blue attitude toward more, and still more War Bonds, and a patriotic back for Victory Gardens.

One man can't make an army—ten million men can. One home can't shorten the war—thirty million homes can.

Come on, homes, help make your street a fighting street!

THE HOOVER COMPANY, North Canton, Ohio

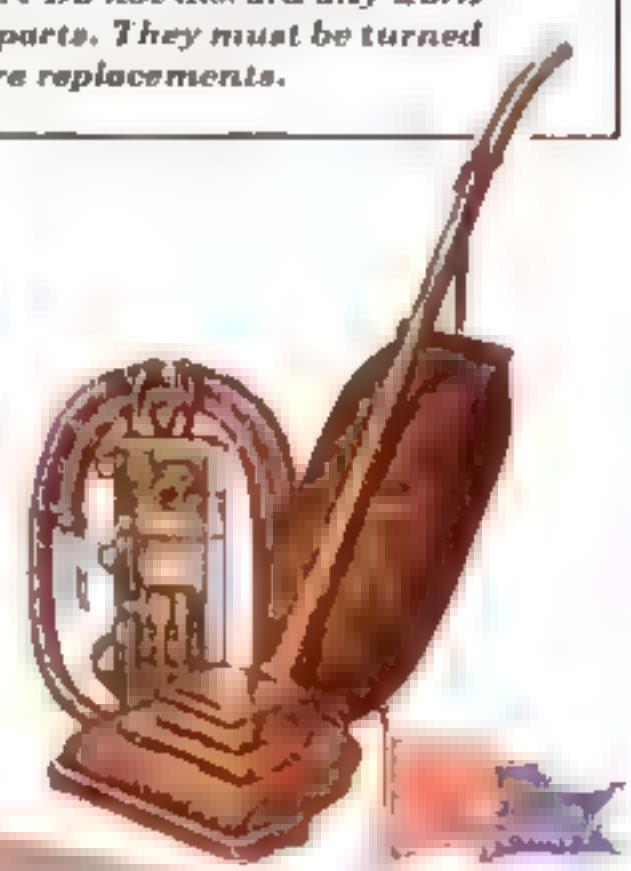
**Don't Take Chances with your Hoover Cleaner!**

Have it serviced only by authorized Hoover servicemen. To make sure of getting inspection by factory-trained Hoover experts and replacements with genuine Hoover parts at lowest prices, phone your Hoover Factory Branch Service Station or Authorized Hoover Dealer. Consult classified phone directory under "Vacuum Cleaners." If you cannot locate, write us. When the serviceman calls, insist that he show you his Hoover identification card.

**Remember: Do not discard any worn or broken parts. They must be turned in to secure replacements.**

**The HOOVER**

REG. U. S. PAT. OFF.  
IT BEATS...AS IT SWEEPS...  
AS IT CLEANS



# LIFE'S REPORTS

## INVASION SURGEON

General Hawley provides quick care for wounded  
by MARY WELSH

London

There are thousands of American fighting men slogging through the invasion who, next year or some year soon after, will be home again, living their lives peacefully without any dogtags. In any previous war these same men would never go home. Their postwar identification would be a fixed cross with their name, rank and serial number.

These returning thousands will be composed of the men hospitalized for battle wounds who this time will not die. The Army Medical Corps has reduced the death rate of hospitalized wounded from 8% in World War I to 3% in World War II. There are many more casualties who, if injured in 1918, would have been long invalidated. In 1944 these wounded will recover quickly and completely.

The man who, more than any other, is responsible for pushing back these margins of pain, disability and death on the second front is a solid, freckle-faced surgeon named Paul Ramsey Hawley, who is a major general in the U. S. army. General Hawley comes from College Corner, Ohio, a town he likes. He also likes precision in speech, medicine and manners, *The Diary of Samuel Pepys*, his job. He came to England from Pennsylvania's Carlisle Barracks in September 1941 to study English medical methods under the blitz. After Pearl Harbor, Hawley stayed on to become chief U. S. Army surgeon in the European theater. As head ETO surgeon, General Hawley has assembled in one vast organization some of the top U. S. talent in surgery. He has also assembled medicine and huge stores of blood plasma, sulfa drugs, penicillin and new anesthetics like sodium pentathol which can go to forward-zone hospitals because its use does not require elaborate equipment. But General Hawley and his chief surgical consultant, inexhaustible Colonel Elliott Cutler of Harvard's Medical School, put only a portion of their faith in medicine alone. They know how necessary good surgery is in treating battle casualties.

General Hawley has keyed his entire organization to the principle that the earlier the surgery on many types of wounds, the better the soldier's chance of full recovery. His watchword is: "Get the surgeon to the patient, not the patient to the surgeon." The invasion wounded will not have to undergo unnecessary feats of endurance, for General Hawley has worked out a "chain of evacuation" system to insure them speedy medical treatment and surgery. His gentle-handed legions of first-aid men, litter bearers, ambulance drivers, hospital train and aircraft crews are skilled in moving casualties

CONTINUED ON NEXT PAGE



GENERAL HAWLEY VISITS WARD IN ONE OF MANY U. S. HOSPITALS IN ENGLAND

GOOD THINGS TO COME WITH PEACE!

# Sunbeam

## COFFEEMASTER

IT'S AUTOMATIC

Shuts off by itself when  
the coffee is done...  
then re-sets itself to  
keep the coffee piping hot

...Automatically



### Delicious Coffee...Every Time

Never has a coffeemaker aroused so much lasting enthusiasm among those who own it as Sunbeam Coffeemaster. Since war-work replaced it at Sunbeam in 1941, we have heard from literally thousands of people who have seen it in friends' homes, admired its striking beauty, enjoyed its marvelous coffee, and want one like it.

Coffeemaster coffee is ALWAYS perfect—because everything is automatic. Simply set it and forget it. It is your assurance of the same delicious coffee every time you make it because the water is always at the correct high heat, and the brewing time is always uniform—secrets of delicious coffee-making. You can't miss—it's automatic.

The purpose of this advertisement is to tell all our friends that Coffeemaster will be back as soon as conditions permit. If you have one, give it good care. If not, buy a War Bond today, for your Sunbeam Coffeemaster later.

### No Watching...No Guesswork!



A ALL YOU DO IS  
PUT IN THE WATER  
AND COFFEE

B SET IT! FORGET IT! Read the paper, dress the children. In a few minutes, click! — it shuts itself off when coffee is done. Re-sets itself to keep coffee hot.

C LOVELIEST OF  
SERVERS—and no  
glass bowls to break.

CHICAGO FLEXIBLE SHAFT COMPANY, 3600 Roosevelt Rd., Dept. 53; Chicago 50, Ill.  
Canada Factory: 321 Weston Rd., Sa., Toronto 9. Over Half a Century Making Quality Products

BY THE MAKERS OF *Sunbeam* MIXMASTER

# Fairville Prepares for Post-War Flying

**AFTER VICTORY** you can land in your peacetime Piper Cub at Fairville and countless other towns which are building landing facilities today. These communities are looking ahead to the coming air age—providing flying facilities for their sons and daughters upon their return from the Service—guaranteeing themselves a prosperous future.



**THE MAYOR SAYS**—"Our landing area in Fairville is very modest—just a simple, straight sod strip. This is the sensible way to start—as long as there is ample room for expansion when air traffic warrants."



**IS YOUR TOWN READY TO FLY?** For the convenience of your citizens and to enjoy increased business more community activity, connection with main airlines and many other benefits, your town should plan inexpensive landing facilities now! A new booklet, "What Your Town Needs for the Coming Air Age", gives the why, where and how of building them. For your free copy, write Piper Aircraft Corporation, Department L64W, Lock Haven, Pennsylvania.

**GET YOUR AVIATION BOOKLET**—"Piper Cub... In War and In Peace," full color, 32 pages. Covers history of flight plane, Piper Cub planes, coming air age, how to fly. Enclose 10c in stamp or coin for postage-handling. Write Piper Aircraft Corporation, Department L64, Lock Haven, Pennsylvania.

**PIPER** *Cub*  
Points the Way to Wings for All Americans



## LIFE'S REPORTS (continued)

quickly and with expert precision. His doctors' system of sorting wounds quickly routes soldiers in need of immediate surgery to completely equipped hospitals only a few miles behind the front.

In General Hawley's "chain of evacuation" there are 10 halting places. In every one of them, and en route between, men may be treated according to their needs. Most wounded will by-pass several of them.

The Hawley chain is composed of: 1) first-aid men, 2) litter bearers, 3) battalion aid stations, 1,000 yards or less from the front, 4) division clearing stations, about eight miles back, 5) evacuation hospitals, 15 to 30 miles behind the lines, 6) field hospitals, paralleling the evacuation hospitals, 7) hospital trains and ships, 8) station and general hospitals in secure areas where patients may remain six months if necessary, 9) convalescent hospitals, 10) the United States of America.

First-aid men, one for each platoon of infantry, move onto the battlefield just behind the fighters. In paratroop outfits they jump with the soldiers. Under shells, bombs and mortar fire, they give instant aid to the wounded. If a casualty can walk, he goes with temporary dressing to the battalion aid station by himself. If he can't walk, the first-aid man makes him comfortable, with morphine if necessary, then directs litter bearers to him.

At battalion aid stations doctors, working in tents or available buildings, give treatment for shock, control hemorrhage, relieve pain, administer transfusions, immobilize fractures. These numerous small units do not attempt major surgery. They simply prepare the wounded for traveling in the greatest possible comfort.

The first real wound-sorting station in the evacuation chain is the division clearing station, whose functions are similar to those of an emergency room in big city hospitals. Here experts in wound-diagnosis decide which men need priority in travel and treatment, which can more safely wait. Meanwhile, they change dressings, check tourniquets, prevent infection, relieve pain. Most soldiers hit by ordinary bullets feel little pain for the first couple of hours.

From division clearing stations all but the most lightly wounded move back in ambulances to evacuation hospitals, two or three hours behind the front. Here doctors are equipped to do major surgery, but since evacuation hospitals must be ready to move with the troops, they take in only men they expect to recover quickly. Annexed to each evacuation hospital is a field hospital which stays stationary longer. To these field hospitals go urgent chest and abdominal cases who will not be moved until they are out of danger.

From either evacuation or field hospitals the way back from the front is comparatively smooth. Shining, clean hospital trains and ships heavily staffed by nurses and doctors take casualties to big station and general hospitals in England where there are experts in every type of medicine and surgery, either on staff or on call. Many of these large U. S. hospitals, now quartered in Nissen huts in England, complete with their own kitchens, laundries and electric power plants, are scheduled to follow the invasion across the channel.

To save travel, the rule of the chain of evacuation is that the patient must be evacuated no farther to the rear than his condition warrants. But sulfa drugs, penicillin and other new methods of treatment now make it safe and virtually painless for many men to travel far distances before they get definitive treatment. For instance, brain wounds may cause no pain at all, since no sensory nerves are in the brain. Thus, if they are not otherwise hurt and if sulfa has been administered early, men with shrapnel in their heads may now travel straight back to the big hospital.

General Hawley's statistical staff has figured out from its African and Italian experiences, just how many of what kind of patients invasion doctors may expect and what the hazards of their injuries are. They have learned that high explosives—bombs, shells, mines and mortars—cause 81% of all wounds, small arms only 18%, and that the soldier is most apt to be hit in the arms or legs. They know, too, that 15% of all combat casualties receive abdominal, pelvic and chest wounds and that these are the cases which must be most quickly attended. In the last war the AEF mortality rate from abdominal and pelvic wounds was 43%. During three months of hard fighting in Africa last year, the U. S. Army Medical Corps managed to hold the rate to 21%. With his mobile, forward-zone field hospitals, General Hawley hopes to reduce this percentage even further. On the second front, soldiers with serious abdominal and chest wounds will reach the operating tables of these field hospitals a scant two or three hours after they are hit.

Without the strictest adherence to military precision and what the

**OUR TRADE MARK**  
**WINDBREAKER**  
EST. 1910  
LOOK FOR THIS LABEL  
BUY WAR BONDS

SIZES 12 TO 20      SIZES 6 TO 10

A MASTERPIECE of CRAFTSMANSHIP  
WHITMAN SHOWER-PROOF GABARDINE  
VARIOUS FABRICS, COLORS AND LININGS  
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MANUFACTURERS • CHICAGO

## LIFE'S REPORTS (continued)

Army calls SOP (Standard Operational Procedure). General Hawley's complex organization could never work. Except in big hospitals, a patient may never be attended by the same doctor twice. The nurse who puts on a bandage may be 50 miles away when it is taken off. To insure that the treatment of any type of injury or illness "be continuous and conform to one plan rather than altered with each change of medical officers" Hawley and his staff compiled a *Manual of Therapy* which standardizes every medical treatment and surgical operation down to the kinds of anesthetics to be given, the exact amount of drugs, types of bandages, kinds of stitches, sizes of shrapnel to be removed.

The manual recommends surgical techniques which a few years ago were considered revolutionary. Proof that these practices are correct is provided by corps of experts in toxicology, pathology, bacteriology, serology, parasitology and entomology. They deal with problems too complicated for average hospital laboratories, hunting down every evidence of unusual diseases, rare germs, worms, bugs. They are the Army's insurance against outbreaks of food-poisoning or amebic dysentery, typhoid, dozens of other epidemics.

Some of General Hawley's specialists are searching for the cause of otitis, an inflammation of the ear which grounds a high percentage of fliers and sometimes makes them deaf. Another expert is studying the behavior of typhus virus, imported from Naples. Typhus has been reported in eastern Germany and General Hawley wants all possible answers on how to treat it and the other diseases which may develop in starved, overcrowded Europe.

Just before D-day, General Hawley said of this great medical machine which he has spent two years in perfecting: "It's like a beautiful ship, ready on the ways for launching. Let's hope it doesn't go aground or capsize."

As D-day came and went and the wounded eddied quickly back from the first invasion wave to beachhead battalion aid stations and to floating hospitals completely equipped with clamped-down operating tables, it was apparent that General Hawley's "beautiful ship" was doing a beautiful job indeed on its crucial first run.



## Handie-Talkie signals the attack!

HANDIE-TALKIE IS ANOTHER MOTOROLA RADIO FIRST!

If there is glory at all in war, *all of it* goes without question to the men who do the fighting. We who on the production front turn out the weapons for Victory find ample satisfaction in the knowledge that our product *delivers when needed*.

The Handie-Talkie is a battery powered radio receiver and transmitter no larger than a cracker box. The operator talks, giving information, and listens, receiving instructions. Officers and men call it the "fightingest" radio in the army! The "Handie-Talkie" was developed by Motorola Electronics Engineers working closely with the U. S. Army Signal Corps. It is a Motorola habit to be first!

Motorola Engineers who were famous in peacetime for radio that delivered peak performance will have pleasant surprises for you in Motorola Post-War Radio for Home and Car.

GALVIN MFG. CORPORATION • CHICAGO 51

**Motorola Radio**

F-M RADIO • PHONOGRAHS • RADAR • TELEVISION • F-M POLICE RADIO • MILITARY RADIO COMMUNICATIONS

*Here's the difference... YOU'LL HAVE TO FEEL IT FOR YOURSELF*

**See the Difference!**

HOLLOW GRINDING is a delicate, costly process, but what a difference it makes because the blade is flexible in the razor and shaves effortlessly, with just a "Feather Touch" stroke. PAL Blades last longer because you never "bear down". Try them and FEEL the difference!

**PAL** hollow-ground  
RAZOR BLADES

**PAL** RAZOR BLADES  
HOLLOW GRINDING

DOUBLE EDGE      SINGLE EDGE

Fit all regular razors perfectly





## "Money? Who said Money? I asked if you used Mum!"



Product of Bristol-Myers

EVEN if you possess a million-dollar personality or a million-dollar bankroll—people may pass you by if you offend with underarm odor. Men-in-the-know know this is so. That's why so many of them have learned that baths only remove past perspiration—Mum protects against underarm odor ahead. That 30-second dab of Mum protects all day or evening—is harmless to shirts and skin. At all druggists.

### MUM Helps a Man Make the Grade



**LIFE'S COVER:** Dwight David Eisenhower, a 53-year-old Kansan with a crooked grin, was a monument to the hope of men in many nations last week. He had taken the great responsibility and made the irrevocable decision. Now the outcome of the battle was largely in the hands of his field commanders and their men. The supreme commander's days, however, were still full. For a glimpse of general's family on D-day, see pp. 41-44.

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a Lady"



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Sani-Flush isn't a bit like ordinary cleaners. It works chemically—even cleans the hidden trap. Doesn't hurt septic tanks or their action and is safe in toilet connections. (See directions on can.) Sold everywhere—two convenient sizes.



**Sani-Flush**

CLEANS  
TOILET  
BOWLS  
WITHOUT SCRUBBING

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Don't scrub toilet bowls just because you fear trouble with your septic tank. Eminent research authorities have proven how easy and safe Sani-Flush is for toilet sanitation with septic tanks. Send for free copy of their scientific report, Address The Hygienic Products Company, Dept. O-2, Canton, Ohio.



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The Red Arrow Garden Spray—"the Victory Garden Insecticide." Quick, easy, inexpensive. 35¢ bottle makes several gallons. Safe to humans, birds and pets when sprayed. Buy Red Arrow Spray where you buy garden supplies. **FREE** For illustrated chart, "How to Identify and Control Victory Garden Insects," send post card to McCormick & Co., Inc., Dept. SEE, Baltimore 4, Md.



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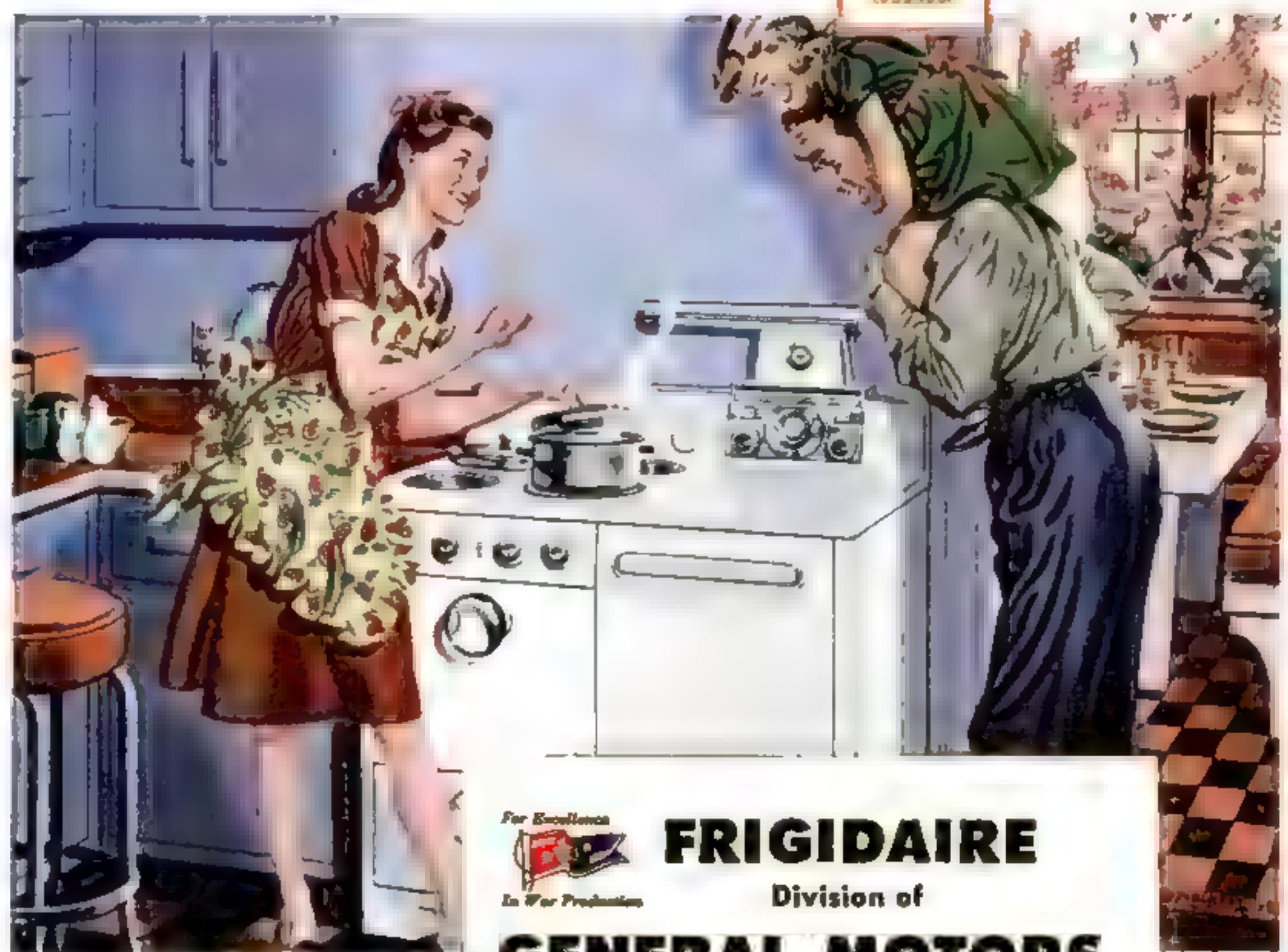
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# LIFE

Vol. 16, No. 25

REG. U. S. PAT. OFF.

JUNE 19, 1944

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### LIFE'S PICTURES

Carl Mydans (left), on his first war assignment since his release from a Jap prison camp, saw his first Italian action as Cassino fell. Both he and George Silk, who photographed the Americans' coastal thrust near Minturno (LIFE, May 29), had been with different elements of the Fifth Army as it drove to Rome. They met five miles below Rome as General Clark's Fifth Army prepared the march into the capital. Their photographs appear in "The Taking of Rome," on pages 87-95.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

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PHOTO; Lt. Col. ANDREAS FEININGER

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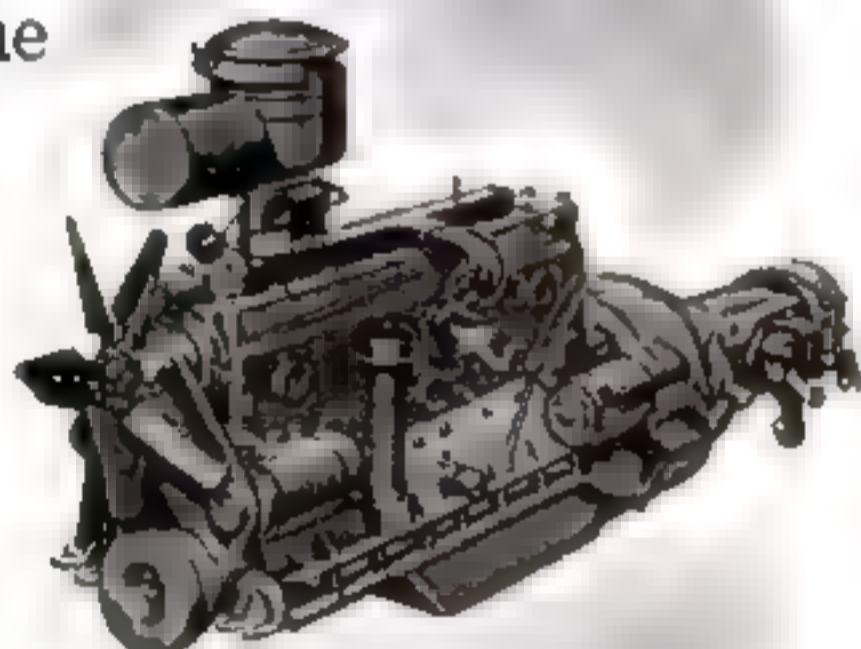
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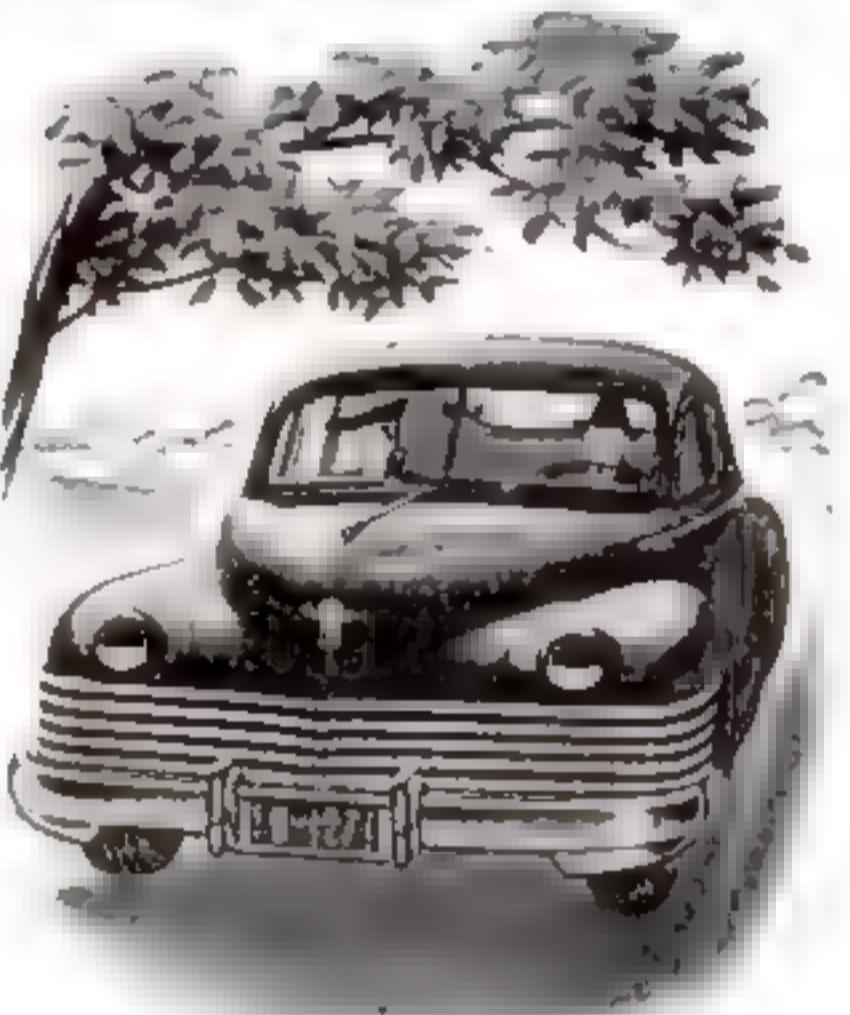
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AMERICANS CRAWL ASHORE THROUGH GUN- AND ARTILLERY FIRE ONTO A FRENCH BEACH. MANY WERE KNOCKED DOWN BY THE WAVES; LOST THEIR GUNS AND AMMUNITION

# BEACHHEADS OF NORMANDY

## THE FATEFUL BATTLE FOR EUROPE IS JOINED BY SEA AND AIR

The weather was not good for invasion last week along the coast of Normandy. Rain soaked the streets of the lovely old city of Caen, capital of the Norman empire, and splashed against the gray walls of the cathedral at Bayeux. Along the beaches from Cherbourg to Le Havre fog blew in with the west wind.

But in spite of the heavy surf, troops and supplies came in by sea as paratroops and gliderborne infantry came by air to drop inland. Whenever the skies cleared, if only for an hour, allied planes attacked the German airfields, railroads and troop concentrations. By the end of the week the American beachhead at the mouth of the Vire had been consolidated with the British beachhead to the west of the Orne (see map p. 2). Bayeux and Isigny had been captured and there was heavy fighting near Caen. Within four days after the first landings, U. S. Thunderbolts and RAF Spitfires were flying from airfields in France.

By week's end, too, the first strategic objectives of the campaign had emerged. The allies were trying to

take Cherbourg as fast as possible. According to the Germans, from whom most news of the actual fighting was still coming, the allies had made three new tank landings and had dropped paratroops near Lessay in an attempt to sever the Cherbourg peninsula. Meanwhile, also according to the Germans, who threatened to stop giving out news unless the allies gave out more news, the allies were fighting east of Montebourg, less than 15 miles from Cherbourg itself. If those 15 miles could be crossed, the allies would have one of France's best ports—used extensively by Americans in the last war—where supplies could be landed and whence an attack on Paris could be mounted.

While the weather was still bad, the whole attack, supplies and all, moved slowly. General Montgomery, field commander for the American, British and Canadian armies, moved his headquarters to France. General Eisenhower called a council of war on a battleship off the French coast. By prearrangement Gen-

eral Marshall, General Arnold and Admiral King turned up in London to get a closer look at what was going on. The fighting grew more desperate, the tempo of thrust and counterthrust more furious. Caen held out stubbornly against British attacks. The success of the invasion was still not certain. The Germans had 50 divisions at their disposal in France and their Luftwaffe had still not thrown in its strength, whatever its strength might be. The allies had other armies to throw into the battle for Cherbourg or into landings on other beaches along the invasion coast.

The picture above and those on the next six pages were taken by LIFE Photographer Robert Capa who went in with the first wave of troops. Although the first reports of landings indicated little opposition, his pictures show how violent the battle was and how strong the German defenses. His best pictures were made when he photographed the bounding American doughboys advancing through the deadly hail of enemy fire to goals on the beaches of Normandy.



The first wave of U.S. assault troops race through boiling surf to the beach. From the higher ground lapping machine guns have brought down several men in the water. This landing was one of the U.S. sea-borne attacks made on June 6 between St. Vaast-la-Hougue and Isigny.

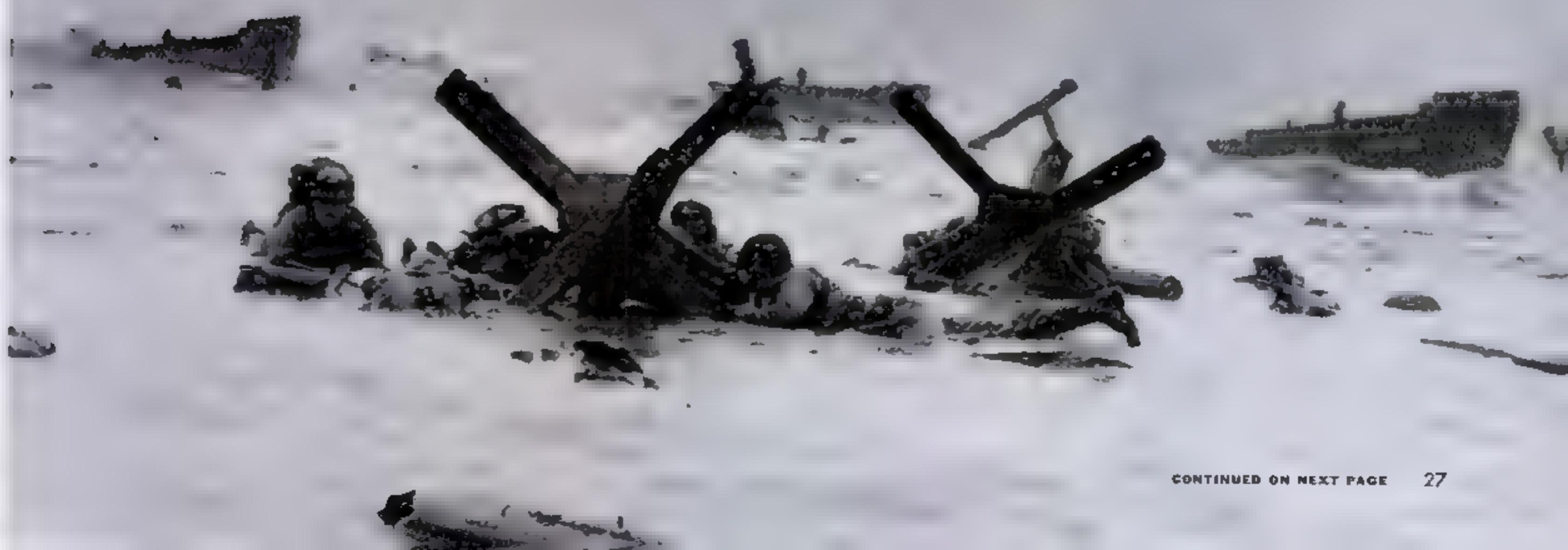
Troops crouch behind shallow-water obstacles (*below*) installed by Germans. Tanks out of camera field to the right move up to silence German fire. These men waited for second wave of boats, then followed the tanks up the beach. Two landing craft may be dimly seen at left.





**Crawling through the water**, U.S. soldier edges toward the beach. Immense excitement of moment made Photographer Capa move his camera and blur picture. The Germans were still pouring machine-gun and shellfire down on the beach, apparently from concrete pill-boxes.

**Men in the second wave** also take cover (*below*) until all their boats have come in. Behind them men are jumping into water up to their necks. Their heads can be seen just above surface. Combat engineers cleared lanes through obstacles farther offshore so that boats could get in.



## Beachheads of Normandy

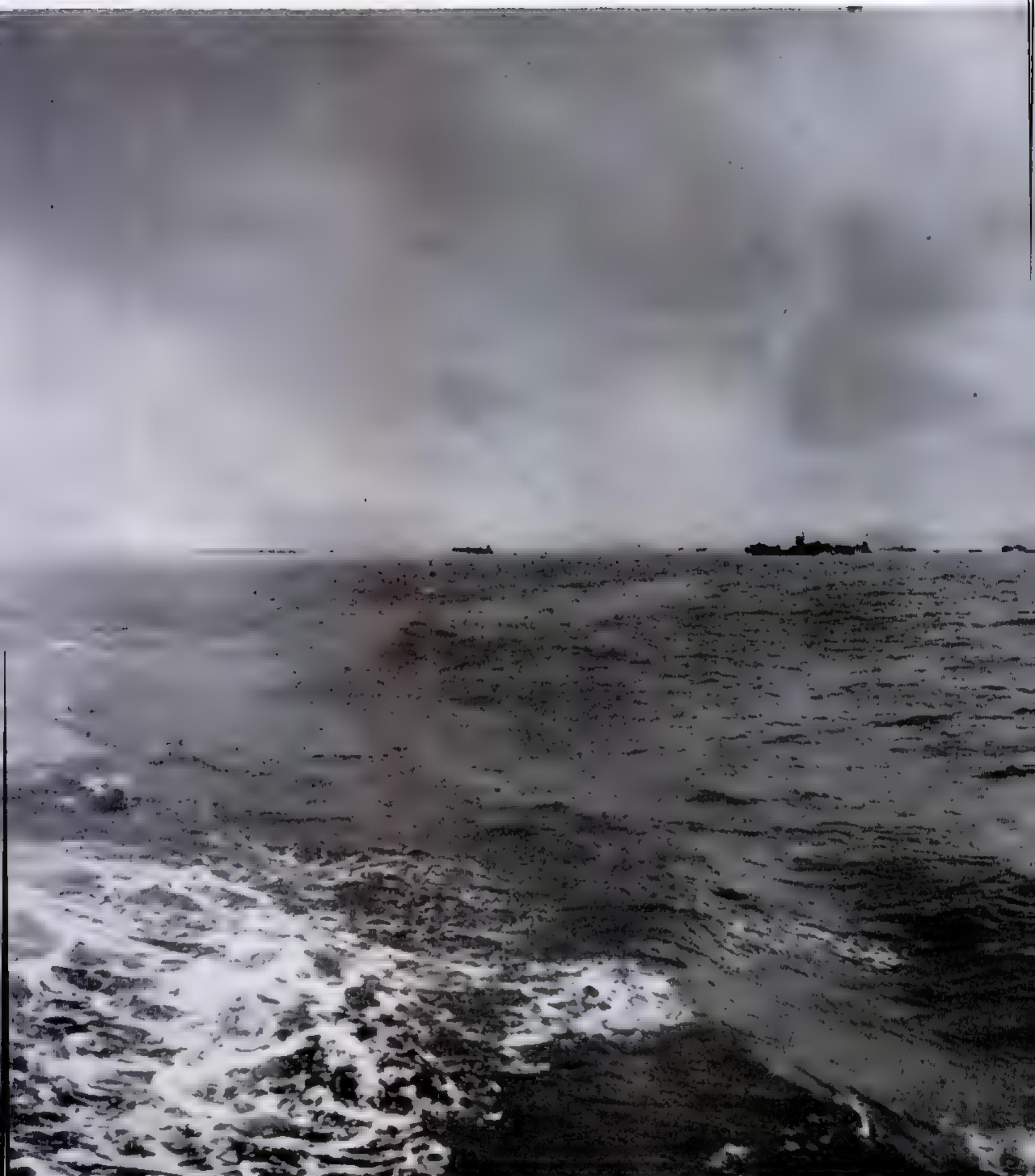
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**Thin black line of invasion** force assembles on the beach for push against German positions on heights, obscured by haze and battle smoke. A company team wades into water with their equipment and to make sure that another wave is following so they will not be cut off.

**Loaded with four vehicles** a U.S. LCT (*below*) cruises easily toward shore. Plume of white smoke drifting across beach is from smoke shells laid down by naval guns to screen landing forces. Outlined against the smoke at right is an LCI (Landing Craft, Infantry).





The scene of battle was overhung by dark, heavy clouds. Dirty weather, which hampered allied air cover, whipped up six-foot waves in the Channel. During the crossing, many of the men became violently ill. But despite their illness they were quietly and effectively be-

roic. The ships shown in this picture are only the forward fringe of enormous armada which carried the landing force to France. Larger craft offshore were unloaded by smaller boats. Some were unloaded by giant "rhino" rafts made of rectangular steel chambers bolted together.



IN COAST GUARD LCT, MEDICAL OFFICER, WEARING TWO BARS ON HIS BIG NAVY-TYPE HELMET, PREPARES TO GIVE TRANSFUSION TO CREWMAN HIT BY GERMAN SHELL FRAGMENTS

## CASUALTIES SHIPS BRING BACK WOUNDED AND DEAD

After Photographer Capa made the acutely real landing pictures which appear on the preceding five pages, he left the hazardous beach in a Coast Guard LCT which was evacuating the wounded and dead to a hospital ship sailing offshore. As he waded out to get aboard, his cameras were thoroughly soaked. By some miracle, one of them was not too badly damaged and he was able to keep making pictures. The exertion was not over by a long shot.

As Capa's LCT pulled away from the beach, it was

hit three times by shells from German shore batteries. Several of the Coast Guard crew were killed and others seriously wounded. The boat began to list badly, but it managed to get back to the hospital ship. There most of the wounded were taken off, despite the small and heavy seas. One man, however, was too seriously hurt to be moved and it was necessary for a medical officer to give him a plasma transfusion on the spot. As he prepared to do this, Capa snapped the picture shown above. Picture on opposite page, showing a few



THE FIRST DEAD OF THE INVASION, SHROUDED IN WHITE BAGS, ARE LAID IN NEAT ROWS ON THE DECK OF A U. S. HOSPITAL SHIP, WHICH TAKES THEM BACK TO ENGLISH GRAVES

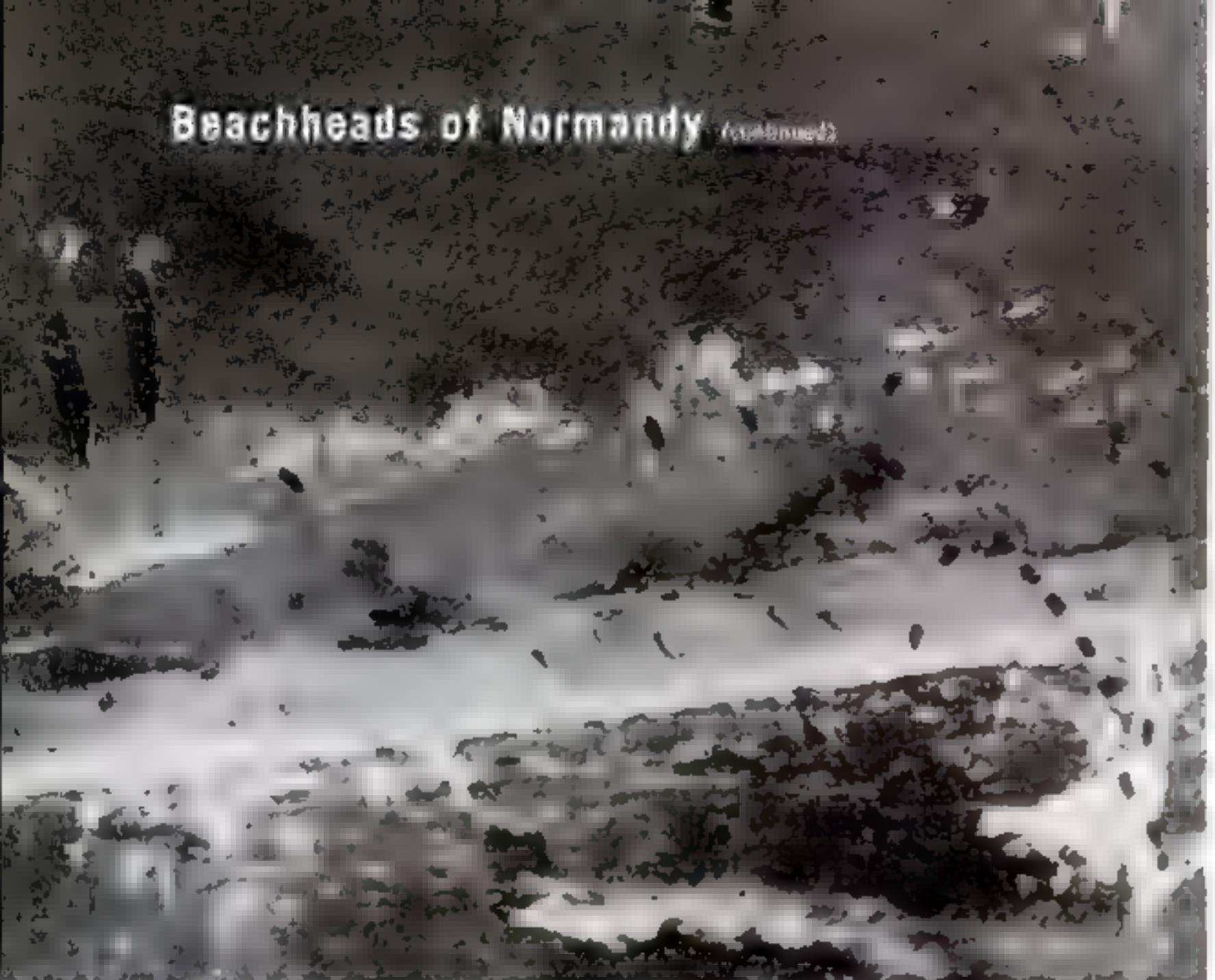
of the first men to fall in the invasion of Europe, was made by Cuts after he had boarded the hospital ship.

Although the extent of the U. S. casualties in the Normandy landings has not yet been announced, they were generally lighter than expected. The wounded have received magnificent care. The evacuation chain set up by Major General Paul R. Hawley, head ETO surgeon (see pages 17-19), appeared to be working smoothly. Invasion reporters who never got to France at all found a minor epic in the return of the wounded to English

ports on the day after the first assault. Some of them walked off the ships, with their uniforms torn and their bandages hastily applied, but swiftly and safely carried out of the battle zone. Others came on stretchers carried by Negro litter bearers, their personal belongings piled beside them. Some carried their boots, with French sand still clinging to the soles, on their litters. Many spoke of fine work done by medical men on the beaches. Said one man: "They're right in there, giving morphine and bandaging wounds while the bullets whiz

past their ears." Another report told of a difficult abdominal operation performed in a pitchy LST under improvised lights.

Three wounded Canadians chose an unorthodox but astonishingly simple method of getting themselves to a hospital in England. According to a dispatch to the *New York Times*, they walked out of a dockyard to which they had been brought and hailed a taxi. Their leader, Lieut. C. R. Bond of the Royal Canadian Navy, said to hospital attendants: "We're back from France."



**From air** the landings looked like scale model with LCTs (left and top), smaller LCVs (upper right), ducks (center). Tanks, vehicles are mounting road at right. Bottom: direct-seas truck towed truck with raised apparatus for bridging barbed wire. A pillbox is on fire at bottom.



**Two ducks** and two half-tracks towing 37-mm. antitank guns are already on beach (above), as men carrying Springfield rifles prepare to debark from LCP. Below, wounded, some seriously hurt (left), wait to be evacuated. Foreground, an emergency first-aid kit and a Mae West.



# THE BIG DAYS

*By cable from U. S. Force Headquarters' Ship in the English Channel*

**D**-day minus three was a clear, mild day with a fresh breeze blowing in the Channel from the west. Aboard this ship, the U. S. S. *Acamar* (a false name), there were quiet, intense preparations for directing the battle ahead. AA and machine-gun crews were briefed; there was a general-quarters drill during the afternoon. Ship's officers collected signatures on brand-new 100-franc notes which, with luck, would be their mementos of the invasion.

Every half hour or so tank landing ships and infantry landing craft would appear around the headland to the east and glide toward us. The boats joined a swarm of similar craft. Each boat fitted closely against the next, as if for security, so that in the mass they lost all identity and became a floating island of men and metal. Only the movement of a hand or face showed that it was not all metal.

Late in the afternoon the mass began to break apart; each boat became a boat again, and each man a creature with arms, body and head, and a brain to keep all together. The boats, hundreds of them in single file, moved to anchor. It would not be long. In all the ports boats were moving, gathering, and along the coast, caressing the shore, one convoy of a thousand big and little ships was already on its way to a beach in Normandy.

At midnight General Eisenhower and his staff were studying the weather reports. For some days they had known that a low-pressure area was moving eastward in the Atlantic but the weather experts had expected it to turn north before it reached the Channel. Instead, the gale had come straight on, with another slighter blow behind it. This was probably the hardest decision General Eisenhower ever had to make. Perhaps he remembered the Spanish Armada and the disaster that overtook it. At any rate, sometime before dawn he chose the cautious course. At 5:45 the *Acamar*'s radio buzzed: "stand by for important message." Just before 6 the message came: the invasion is postponed for a minimum of 24 hours.

The landing boats scurried back. A brace of destroyers went barking after the thousand-ship convoy that was bearing toward Normandy with its radio sealed. All around the coast of England ships, big and little, on missions, big and little, had to slow up or turn around. The greatest armada in history broke up before it was assembled.

## D-day minus two

Sunday, June 4, was a day of decisions perhaps more difficult to make than the one that had delayed the start by 24 hours. Because of the tides, there were only three days in early June when the invasion could begin. They were the 5th, 6th and 7th. The 5th had been picked for D-day because on this day at 6 o'clock the tide would have been a little more than halfway between ebb and flood—that is, high enough to land fairly well up the beaches and on sand instead of mud, and low enough to land before the first series of beach obstacles were reached. Not for two more weeks, until June 19, 20 and 21, would a similar series of conditions again prevail. And so, on this Sunday, the decision to be made was whether to invade on Tuesday or Wednesday or whether to postpone the invasion for a fortnight.

All day Sunday it blew a gale, churning up the water even where the *Acamar* and the command ship of Admiral Alan G. Kirk and Lieut. General Omar Nelson Bradley were sheltered. At 1:30 that afternoon General Bradley visited his headquarters ship to check reports and plans. The naval officers at the meeting wanted 48 hours to reassemble their forces. General Bradley was in a hurry. Finally Admiral Kirk agreed that he could be ready for Tuesday. The British were also ready. II-hour was moved back by half an hour in the new tentative plan. General Eisenhower promised a tentative decision by evening, a final decision by 6 in the morning.

By evening the new plans were worked out. By evening it was pouring rain. The wind whipped spray over the open boats and the rain blotted out the faces of the men in them. Some of them were ending their fifth day in the boats. "They're pretty tough by now," said an officer watching them through glasses, "but I'll bet they'll be glad to hit the beach." "The poor sons of bitches," said another, "they're lucky to be where they are."

Around 9 o'clock the gale had blown itself out and the smaller one following it was not so much feared. The forecast: clear Tuesday morning, with weather closing in by evening. That would be good for the airborne landings, for the air bombardment, for observation for the naval bombardment.

## D-day minus one

Monday morning at 6 o'clock the final confirmation came. The day was cloudy and cold. The staff officers looked at the sky, shrugged and put their trust in the weatherman. A sleepy colonel said: "Win, lose or draw—and there ain't no draw—they can't call it off now, thank God."

# SUDDEN STORMS AND SUDDEN DEATH SHOOK HISTORY'S GREATEST ARMADA

by CHARLES CHRISTIAN WERTENBAKER

By late afternoon the command ship was gone. The small boats were gone. One by one the destroyers left the harbor. At 10 o'clock, when the clouds broke and the low sun shone across the water, the harbor was almost empty. Then, gathering her flock of small boats around her and with two destroyers shepherding the flock, the *Acamar*, last big ship to leave, set out under full steam for the invasion of France.

## D-day

Tuesday, June 6, the invasion began almost exactly on schedule at 90 minutes past midnight. That was the time when airborne troops began landing by parachute at six hours before H-hour, the actual moment of land attack. At the instant the first parachutist lowered his head and fell toward the earth of Normandy, U. S., British and Canadian Armies had afloat or in the air some thousands of men and thousands of vehicles.

Landing on the western beach in the target area went well; by 7:30 a.m., one hour and a half after the sixth hour of the sixth day of the sixth month of the year 1944, two regiments of infantry and some tanks were ashore. On the eastern beach waves were higher, obstacles more stubborn and the enemy prepared; a fresh division had been rushed there a few hours earlier. On this beach all tanks were swamped. The entire beach was under enemy fire and on most parts of it boats could not unload. Not until early afternoon did the first waves get off the beach and begin to spread out in the high ground beyond the bluffs.

From the sea most of the larger warships were moving toward the beach that needed support. Dense smoke rose where the B-17s had taken care of the enemy battery, firing straight down the length of the western beach. But off the eastern beach there was a steady thunder of heavy naval guns firing, and on shore smoke rising from the beach and the bluffs behind. Beyond a dim church steeple stretched the gray beach spotted with boats and vehicles, and beyond that green fields and towns.

At two places where landing parties had found exits from the beaches, destroyers standing in close to the shore were pouring fire into the valleys beyond the exits and enemy guns were firing in the valleys themselves. On either side of the valley heavier ships crashed broadsides deep into the interior. Their guns spat orange flame. The air seemed to tremble as they fired.

On into the night destroyers stood inshore firing intermittently. From the enemy also came sporadic shelling while the engineers on the beach worked to clear some of the wreckage. On the beach, fires flared and died down. Out beyond the line of destroyers hundreds of ships lying at anchor were dark and silent under a cloudy sky. At 11:30 that night enemy raiders came and the night was lit with bomb bursts and with tracers firing into the clouds. One ship, hit, flared brilliantly for no more than five minutes, lighting the whole eastern sky, then suddenly went out. Shortly after midnight three raiders fell slowly flaming into the sea.

## D-day plus one

After less than five hours of sheer night, lighter streaks low in the sky showed where the moon was. The horizon appeared again and by ones and twos and dozens and scores the great flotilla appeared. Warships made black silhouettes like those printed in *Jane's Fighting Ships*, and the smaller craft were at first mere blobs of black. Then all became clearly visible, down to the guns of the warships and the men aboard the landing craft nearby waiting for the moment of landing. The first Flying Fortresses appeared and, as the light grew, the obstacles on the beaches stood out sharply in the queer predawn pink that made dark things darker. From the shore still came the sounds of shelling and of rifle and machine-gun fire as the first 24 hours of the invasion ended.

In the full light of day you could look down from a bluff through the opening of the river valley at the beach spread out below. It looked like a great junk yard. From the water's edge at low tide to the high-water mark were landing craft, some impaled on obstacles, blown by mines, shattered by shellfire and stranded by the ebbing of the tide. Among them, following a narrow path from the water to the valley's edge, moved a line of sound vehicles and a company of men just landed. As they passed, some of the men turned to look at the wreckage through which they moved: there was a bulldozer with its guts spattered over the sand, and another with its occupants spattered, an arm here, a leg there, a piece of pulp over yonder. There were discarded things all over the beach: lifebelts, cartridge clips, canteens, pistol belts, bayonets, K-rations. Behind the beach, across a wide, deep tank ditch half full of water was the casemated German 88 that had caused



Dead Americans and their adversary on a cobble-stoned beach of Normandy, probably toward end of the peninsula. The worst casualties were taken in first half hour on beaches. Germans took in addition a surprising number of prisoners, few of them of first-class quality.



In the tall grass behind the beach Americans seek cover while in the background tanks advance on a sheltered house that was probably a Nazi strong point. Below: truck moves over road completed by U. S. engineers and covered with mat while the engineers detonate mines.



## THE BIG DAYS (continued)

much of the wreckage. A clean shell hole through the steel shield of its narrow opening showed how it had been put out of action.

By the afternoon of D-day plus one the battle of this beachhead was already the most desperate of the invasion. The Germans had set up machine-gun positions atop the bluffs; and these, with ingeniously concealed batteries, had raked landing parties. Casualties of some of the assault forces had been high. Now most of the beach was still under shellfire. The intermittent hammer of machine guns made another sector untenable and only in two places could forces be brought ashore. They were needed quickly—especially artillery and artillery observation planes—for it was inland from here that Rommel was expected to make his first counterattack.

From the bluff you could see beyond the beach almost 12 miles to sea, and all the expanse of water was filled with boats. There were, by a quick rough count, 665 vessels lying offshore, from the large transports on the horizon to the small landing craft near the beach. About five miles out lay the cruisers and battleships, pumping salvos of high explosive into the enemy batteries inland. Yet in spite of their noise, and sharper sounds of enemy shells and our demolition charges on the beach, in spite of the wreckage and movement of men and machines across the beach, you could not fail to see the beauty of the scene to seaward. The Channel was as blue as the Mediterranean, and as still. In the blue, cloudless sky above it floated hundreds of silver barrage balloons, twinkling in the sunlight.

A narrow, dusty road twisted up from the beach to the bluff. Up it wound a column of men and vehicles. They moved slowly over the steel road and past signs saying "*Achtung, Minen!*" keeping to the road, to the top. There, overlooking the beautiful seascape with its twinkling balloons, was a cluster of large mass graves, and near them were men digging fresh ones. Beside the road a single soldier lay full-length on his face, his arms stretched above his head in an attitude of repose, a bullet hole through the top of his steel helmet. Behind the bluff to the right was a field hospital, where the slightly wounded were lying on the ground before the tents. The smell of ether crossed the road. There were several French women working in the hospital, but they were too busy to talk.

### The poppies were bright

There were bright red poppies and some yellow flowers in the field near the hospital but dust was beginning to cover them over. Behind the hospital was a barbed-wire enclosure already packed with prisoners of war. Nearly 500 had come in by Wednesday afternoon, and more were on their way down from the forward units. Most of them were under 20 or over 40; they were well-fed, well-shod and fairly well-clothed; and all wanted water. A captain explained to a guard that they had been drinking local water for two or three years and they saw no reason to wait for the chlorinated water the Americans drank. The guard gave the captain a drink. Many of the men were not Germans but Poles and Balts and Russians who had been put there to die in the first assault while the crack German divisions assembled farther behind. But the officers were German. All of them looked stolid and resigned, and even the youngest ones seemed to have lived longer than their captors.

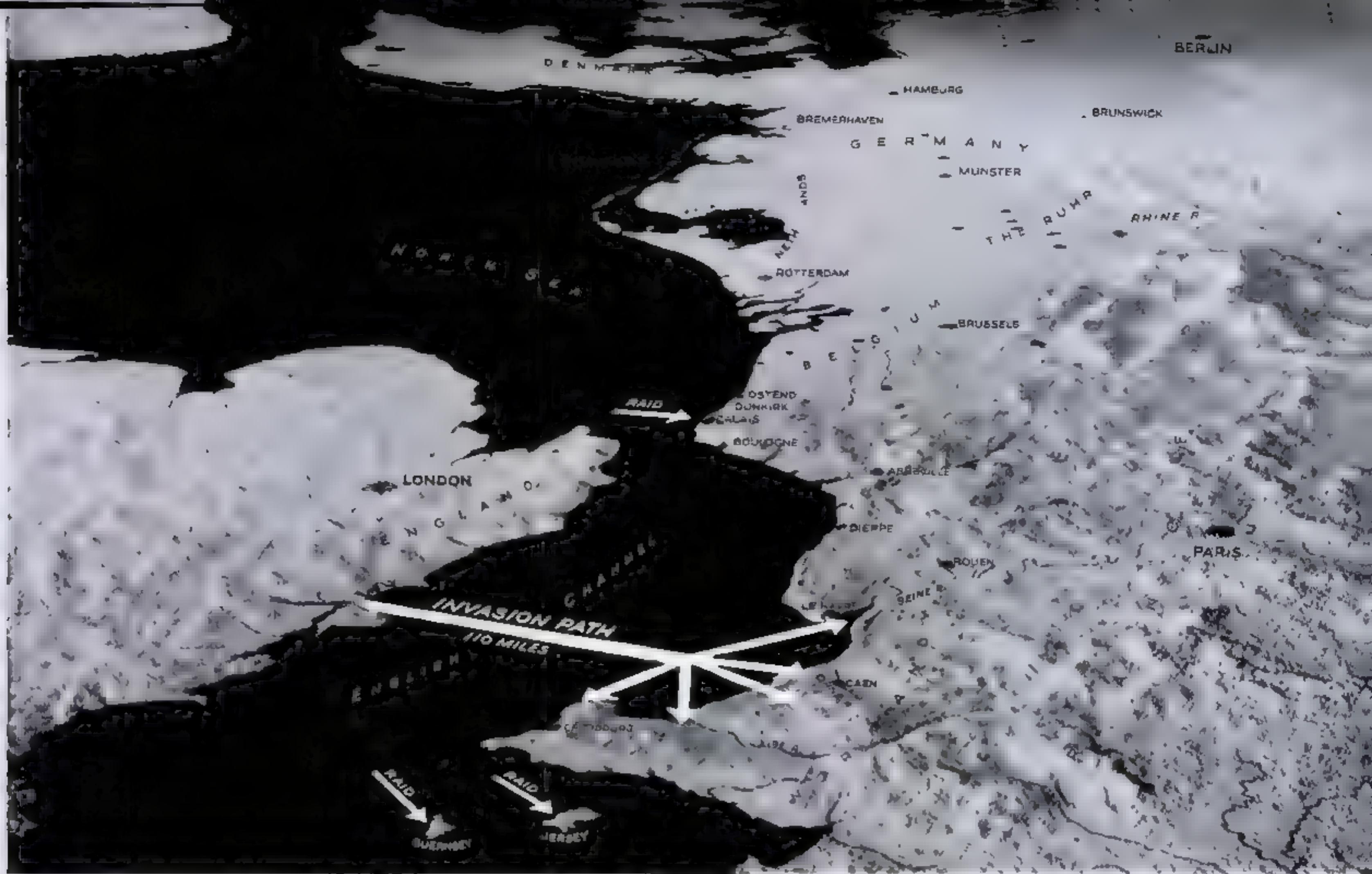
Along the road inland from the bluff, columns moved forward in the dust. About a mile and a half inland was a regimental command post, on a road at the edge of a thicket. This regiment had come ashore at 2 o'clock of the previous afternoon, D-day, and so far had seen only light fighting. The worst things were snipers and mines, said the regiment's colonel. Those machine guns which had moved up to the bluff just before the attack had slipped back into the thickets and into farmhouses and were sniping at the roads. There were also many concealed riflemen, and another officer said he had found snipers in a house all dressed like Frenchmen and speaking French. Mines were small antipersonnel mines that blew off a leg, and they were everywhere. The colonel wanted to know if there was any news from the Russians and looked disappointed when there was not.

There were some French people on the road, going back whence they had been evacuated when we took the village. They were very old, or children. One old man was swathed in bandages from the waist up. They all shook hands when they were spoken to in French, but none of them would stop to talk when they might be getting home again, and all of them cared more about getting home than about anything else.

Late in the afternoon a regiment that had been resting beside the road moved up to attack with the rest of its division. But the battle of this beachhead was still being fought on the beach itself, and the battle was now as much against time as it was against the Germans. Troops and tanks and artillery moved ashore slowly through the wreckage and mines and shelling, and for miles offshore landing craft were waiting to get into the beach. Just before sunset warships increased the tempo of their shelling and bombers dropped load after load on the places where the enemy artillery was thought to be, but still the enemy shells found their targets. Engineers fought all night against time and by dawn had cleared two more exits from the beach. More forces moved ashore. Whether they would be in time to meet the expected counterattack, no one knew.

Echoes of World War I speak in pictures of Americans in France passing dead Germans (above) and stopping in a town (below) beside a Romanesque church. But these are paratroopers, a spectacular innovation of World War II. At right below is a Shell gasoline station





**The western coast** of Europe offered many landing places. Cherbourg peninsula, river by the valley of the Vire, was chosen because it commands the two best harbors—Cherbourg and Le Havre—between Brest and Rotterdam. The arrows show five allied beach landings plus the raids, reported only by the Germans, on Guernsey and Jersey islands and on the Calais district.

**The beachhead** as reported at week end, is shown in white on north coast of Normandy. The sea landings are indicated. Plane arrows show where the paratroopers and gliders are supposed to have landed in the continuing airborne campaign, by far the biggest such in the history of warfare. The main railway lines are shown. Axes had repeatedly cut line to Cherbourg

Left arrows are mostly American; the right three mainly British. The Germans had long believed that they expected invasion here. Hilly terrain is broken by small rivers cutting sharply through wooded farmland. Invasion has followed Vire and Orne rivers so far. The Seine still protects Le Havre, which will later become an objective if Cherbourg is cut off and taken.

at Bayeux, Carentan and Ste. Mere-Eglise. Germans claimed 200 aircraft visitors opposed 10 German of the Seventh and Fifteenth Armies. Allied bombings pounded 25 German airfields in a 130-mile circle around the beachhead. Germans claimed to have identified 1st, 4th and 9th U. S., 7th and 9th British Armored, 50th British and 2nd and 3rd Canadian Divisions.



## Beachheads of Normandy (continued)



"Elbow" fleet (nicknamed from LC, or Landing Craft) sets out. In foreground is a box pontoon being propelled

by outboard motors. Pontoons can be fitted together to make dock. They bridge the water from slope to shore.



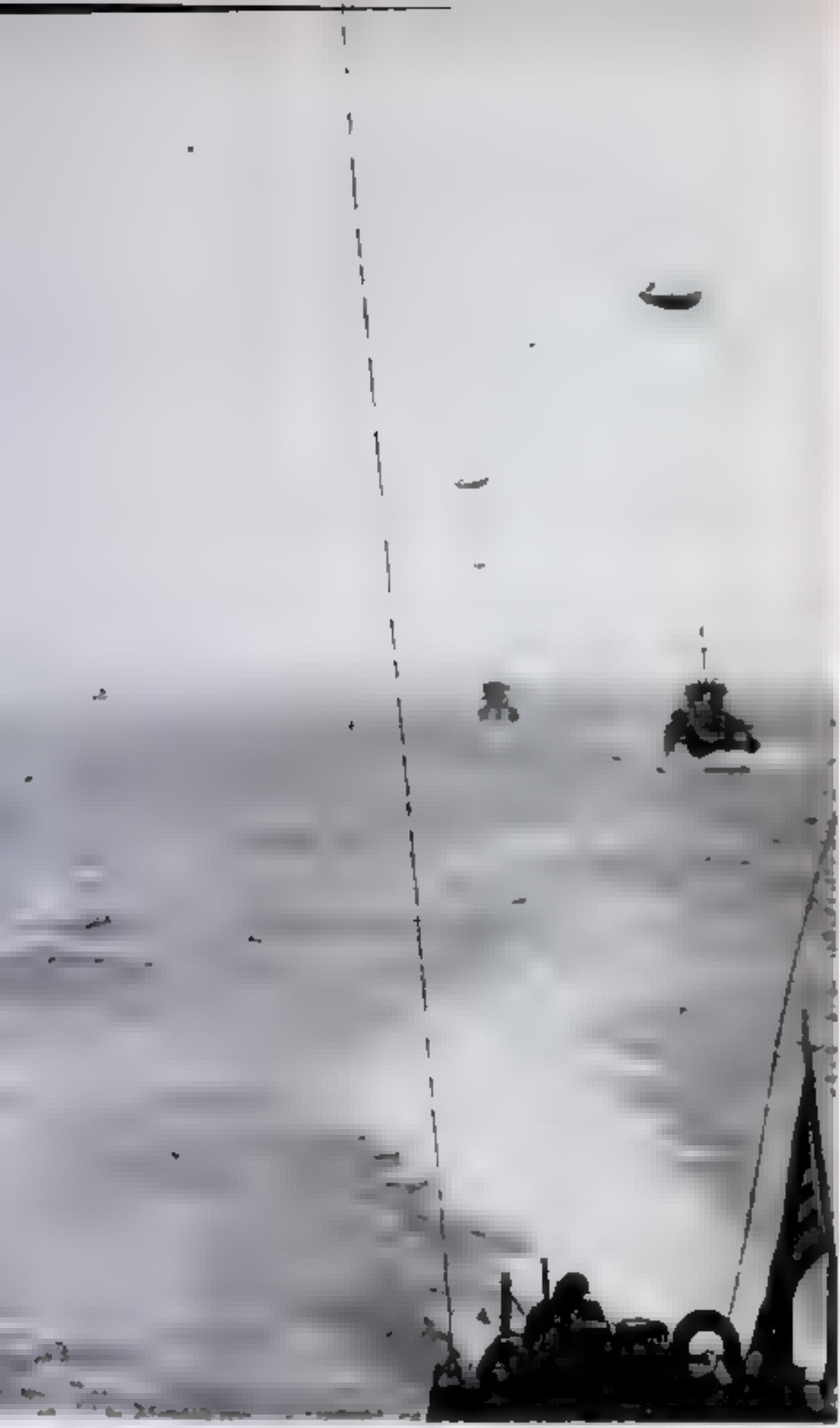
Protected by its own barrage balloons, invasion armada speeds along. In it were 3,000 ships, plus thousands of smaller craft. There were

**Men play cards** on their way to France. They had each been given 200 francs to spend, but many lost the money be-

fore arrival. Said one, "I'll borrow from Hitler." One heavily armed soldier had a sign on his back: "Danger—Mine laid."

**The men listen to landing instructions.** Before sailing each soldier was given chewing gum, boxes of matches, a box





battleships, torpedo boats, submarines, mine sweepers, cruisers, carriers and all kinds of landing ships. More of them were British than American.

of body insecticide, pipe, cigarette and chewing tobacco, water purification tablets, 12 seasickness pills and two vomit bags.



**A box-pontoon barge** is loaded down with trucks, tractor cranes, command cars and troops. Each vehicle

has a name - *Filthy Flora, Azie Doom, No Cum Chum, Adolph's Answer, Ten Shilling Anne, For Ladies Only*.

**Under blankets** two soldiers crawl to get out of the spray. As it usually does, the Channel made most of them queasy.

Accordingly, they lost the meal of pork chops and plum pudding they had eaten on top of bacon and eggs before embarking.



# THE FALL OF ROME

## WHEN AMERICANS ENTERED THE ETERNAL CITY, WAS IT "JUST ANOTHER CHANGING OF THE GUARD?"

U. S. Sherman tanks entered the city decked with suburban flowers. Jeeps rode past St. Peter's while Piper Cubs flew overhead. Sgt. John Vita of Port Chester, N.Y. made a speech from Old Mushmouth's balcony at the Piazza Venezia, as he had promised his mother he would do. The Pope gave an informal audience to a hundred American officers and reporters, some of them with sidearms, some with flashbulbs, one of them a girl in slacks. General Mark Clark stood in triumph atop the Capitoline beneath colossal statues of Castor & Pollux, Constantine the great and Marcus Aurelius. "Vivano gli Americani! Viva Italia Libera!" Thousands of Romans celebrated all night long.

The Pope's press secretary, Monsignor Pucci, said cynically, "It's just another changing of the guard." He knew it was the second time in a year and at least the 50th time in 2,700 years that Rome had been entered. But it had never fallen to Americans before.

### A Turning Point

If the news of the cross-Channel invasion had not engulfed it, this fall of Rome would have been hailed as a major turning point in the war, perhaps in the history of the world. It is the city where modern Europe begins. It is a place where centuries look down on our troops as the pyramids did on Napoleon's; a place for reflection on why we Americans are there.

Last week LIFE published a "Manifesto" signed by six eminent Italian expatriates, condemning allied policy toward Italy and demanding a rebirth of Italian freedom. While this article was on the press, the invasion of France began. We stopped the presses and remade 23 pages of LIFE, with the result that the Italian Manifesto appeared in only 900,000 of our 4,000,000 copies. (If your copy of last week's LIFE does not match your neighbor's, that is why.) Readers who want a reprint of this Manifesto may secure one free by writing to LIFE.

The Manifesto accused the British and U.S. governments of cynical indifference to Italy's "unique agony," of behaving like Metternich who "denied the Italians the right to exist as a nation!" It demanded that we cease supporting the "puppet monarchy"; that the British, French, Belgians, Portuguese and Spaniards join Italy in renouncing their private empires in Africa; that Italy be granted freedom of worship, "unadulterated" by foreign support of any church; that the democracies drop their "diehard toryism" for a more adventurous economic program. It was an appeal to the English-speaking nations to stand up for political liberty in Italy as we do at home.

Since Rome's fall Victor Emanuel has transferred his royal power to his son — a change (if it is a change) for the worse (if possible). Old General Badoglio resigned the premiership in favor of old Ivanoe Bonomi who has been out of politics since 1922. This may or may not be a change for the better. Unlike Badoglio, Bonomi never served Mussolini. But he is a monarchist like Badoglio, and a link not with Italy's political future,

but with its recent and not so glorious past. A real Italian government still awaits the liberation of the north.

President Roosevelt stated again his belief that "Italians are capable of self-government," and that our only political interest in Italy is to see the people's will prevail. Yet among Italian expatriates the feeling persists that in accordance with a hypothetical division of the world at Teheran, Italy is destined to be in a British sphere of influence; that therefore, given Churchill's confessed attachment to "the monarchic principle," Italians will be permanently saddled with the House of Savoy whether they want it or not.

If this should turn out to be so, the American entry into Rome will be one of the shortest-lived triumphs in the Roman record. Monsignor Pucci will have been right "Just another changing of the guard."

### Eternal City

Why has Rome outlasted so many conquests? It was sacked repeatedly by Visigoths, Vandals and German barbarians in the Fifth Century A.D. The Lombards seized it, to be thrown out by Charlemagne; but the Saracens were at its gates before Charlemagne was cold in his grave. Two centuries later the Normans almost annihilated it (1084); thereafter it was twice overrun by the Hohenstaufens in their long wars with the popes. The French and Spaniards came next, plundering the Vatican itself and destroying Rome a dozen times between 1400 and 1800. Both Napoleon occupied it, the second for 20 years. Counting Mussolini's coup d'état, it has changed hands by violence four times since 1870. Time and again Rome's palaces were looted, its churches desecrated, its monuments and streets uprooted. Yet they still stand. No conqueror has ever destroyed or really possessed the Eternal City.

From all this bloody history, the Rome that speaks most clearly to Americans today is the golden age of the ancient republic. Historians of the "cyclical school" have taught us to draw analogies between our own civilization and others; no civilization offers more tempting parallels than Rome's.

The all-conquering Roman soldiers, said Tiberius Græchus about 133 B.C., "are called the lords of the World, and they have not a single clod of earth to call their own." For by then the once small farms of Italy had become big slave-operated estates. How many U.S. soldiers will control their own lands or livelihoods after this war? Græchus tried in vain to redivide the Roman land, and touched off a hundred years of civil strife instead. They ended with Julius Caesar and dictatorship. You can have some grim fun speculating on whether Franklin Roosevelt is more like Tiberius Græchus or the later and wilder populist Marius, who was re-elected consul seven times. Every high-school Latinist knows how the busts of old Romans reinforce the appeal of such analogies. Romans looked like Americans: Agrippa like Bruce Barton, Cato like Sol Bloom, Hadrian like Ernest Hemingway.

By Caesar's time the entire Mediterranean

world, from Spain to Alexander's old outposts on the Black Sea, was a single community under Rome's sway. After this war the "Atlantic community" may be similarly united under the sway of Britain and the U.S., which are at least as akin as Greece and Rome. As Rome transmitted Greek culture to the barbarians of Europe, so may America be destined to be the bridge between Europe and the emergent civilizations of Asia. And learning from the Romans, we may avoid their great mistake.

### Roman Law and American Freedom

This mistake was the fatal "intoxication of victory." So the greatest living historian, Arnold Toynbee, calls it; and St. Augustine, who witnessed Rome's decay in the Fourth Century, said about the same thing. For example, after twice defeating their only serious rival, Carthage, the Romans went back a third time and exterminated the city and the race. There, said St. Augustine, began Rome's moral decay and ultimate fall, for she lost her greatest and most salutary fear. Toynbee thinks the murder of Carthage was a sign of the "moral defeat" the Romans had suffered from Hannibal 50 years before. Thereafter all Rome's conquests were empty seats of militarism. The Pax Romana became merely a peace of force.

Who is our Carthage? Germany, perhaps; though on our vast global horizon, history's parallels grow vague. Only its lessons are clear. The lesson for us is this: we are now the most powerful nation in the world, as Rome once was; but power, when employed for its own sake, is a fatal intoxication which undermines the victor with a moral defeat.

Rome is eternal not because her Empire once enclosed the Mediterranean world. In Rome the greatest men were those who brought a new idea to birth: the idea of justice under law. The Roman legions marched and counter-marched over Europe; they receded, but Roman "justice under law" remained. It is inscribed on courthouses throughout the U.S. today. This enormous idea was first a philosophical concept of the Greek Stoics. It was put into great words and practice by Roman lawyers like Cicero, and it spread throughout the empire; and it has not left the mind of man since.

We Americans, heirs of the Roman law, have an additional great idea to bequeath to mankind. We got it from medieval Catholic, 17th Century English and 18th Century French philosophers; we put it into great words and common practice and we have extended it under our flag. It is the idea of freedom as a natural right of all men. And no matter how great grow the power and glory of America, this simple idea of freedom as a natural right is greater.

It will outlast all our military victories past and to come; it is our reason for them. In the long run, it will be our only excuse for joining the endless list of conquerors of Rome. The Italian people, like too many people all over the world, need a rebirth of freedom as they need bread. If we do not leave that in Rome, we shall leave nothing.

# SOUP MAKES LIGHT MEALS... *Complete!*



## With a Vegetable Plate, a Good Beef-Stock Soup . . .

—a perfect "rounding out" soup that sure makes a hit with the family. Campbell's Consomme is rich with the taste of fine beef, and delicately seasoned with the flavors of carefully selected garden vegetables.

*Campbell's CONSONNÉ*

Especially these days, when we're all working so hard, a light meal just isn't enough. But add Campbell's Soup and you get the right answer—for soup's substantial and satisfying. With warmer days and simpler meals ahead, plan to make your meals "complete" with soup more often.

LOOK FOR THE RED-AND-WHITE LABEL



## With Sandwiches, a Gay and Colorful Soup . . .

Fifteen different kinds of delicious vegetables in a good beef stock, make folks talk about this soup as "almost a meal in itself". It's so good you'll really welcome it every time you have it.

*Campbell's VEGETABLE SOUP*



## With the Salad Meal, a Full- Bodied Soup . . .

That good bean 'n' bacon combination makes a soup that answers a hungry appetite's call just perfectly. It's made with the best of beans, savoried with selected bacon. Just you try it soon.

*Campbell's BEAN with BACON SOUP*





## *When Swan was born, he had four wonderful talents*

AND THERE WAS great excitement throughout the land!

Everybody cried, "Here at last is a delectable baby soap, a delightful dish soap, a grand soap for fine things, and a marvelous bath soap—all rolled into one wonderful soap called SWAN!"



It's 4 soaps in one! It's simply perfect!"

Swan is pure as fine castiles! Mild as a moonbeam! Which means baby's tender skin, mama's hands, and pretty folks thrive on its gentle care.

But Swan is also a whiz with foamy, rich suds! So daddies are crazy for

Swan baths. And dirty dishes shine when Swan goes to work! But here's the really important thing . . .

Since Swan does four big chores—you have to shop for only one pure soap! What a joy these days! What a wonderful wartime buy! Just stick to Swan and you'll be all set for almost every washing job!



### UNCLE SAM SAYS: DON'T WASTE SOAP!

1. Don't leave Swan in water. Don't make more lather than you need.
2. Keep soap dish dry.
3. Wipe off grease, rinse dishes before washing.
4. Save Swan slivers: dissolve in boiling water to make soap jelly.



*Swan is 4 swell soaps in One*

TUNE IN! "Bright Horizon,"  
CBS, Monday thru Friday



IN NEW UNIFORM AS 2ND LIEUTENANT, JOHN EISENHOWER RUSHED TO HIS MOTHER'S HOTEL SUITE AFTER GRADUATION, TURNED ON THE RADIO FOR NEWS OF HIS FATHER

## THE EISENHOWERS

General's wife watches their son graduate from West Point on D-day

**O**n the day that his father set off the biggest amphibious invasion in history, Cadet John Sheldon Doud Eisenhower walked onto the platform in the Field House at West Point and received his commission as 2nd lieutenant in the U. S. Army. Like his father, General Dwight Eisenhower, who graduated in 1915, John Eisenhower was in the top third of his class. Like his father, he was a quiet, unassuming cadet who made many friends. Like his father, he chose

the infantry. His nickname, like his father's, is "Ike."

In the audience of 8,000 people who cheered as Lieut. Eisenhower received commission was his mother, Mamie Doud Eisenhower. She had not known of the invasion until 7:30 that morning. When a newspaperwoman called her hotel six hours after the invasion had started, Mrs. Eisenhower gasped and said, "The invasion? What about the invasion?" When told, she said wistfully, "Why hasn't someone told me?"

## CAN YOU NAME THE WORLD'S BEST-KNOWN...



*Composer?*

- He made his exit in 1827, so we're sorry to say there's absolutely no way we can get an Arrow Shirt testimonial from him.

## LAMB?

- It was given to following a young lady—much as young ladies are given to following men in handsome Arrow Shirts.



*SHIRTS?*

- No other shirts in the world have all these features: the trim, perfect-fitting Arrow collar, the "Sanforized" label (less than 1% shrinkage), the Mitoga figure-fit, and anchored buttons. \$2.24, up.



## Investment?

- They not only provide for your future—they provide for America's future!



## ARROW SHIRTS

P.S. These days, your dealer may not always have a complete selection of Arrow Shirts. Please don't blame him; it's caused by unavoidable wartime shortages and delays.

Cluett, Peabody & Co., Inc.

Answers: 1. Beethoven. 2. Mary's. 3. Arrows. 4. War Bonds.

## The Eisenhowers (continued)



John's date, Kathie Whitmore, watches the Graduation Parade on the "Plain" (parade ground). Her father is Colonel Charles Whitmore, who is stationed in Australia.



At graduates' "Hop," Monday night, John and Kathie meet Lieut. Gen. Breton Somervell. He was only man present that night who already knew about invasion.



John and Kathie enjoy their last cadet dance. They met each other in 1939 when their fathers were stationed at Fort Lewis, Wash. John is 21 years old, Kathie, 18.

CONTINUED ON PAGE 44



**1.** Fortune Teller: I see you taking a journey next week—to New York.

Man: Why—I do have to go there. My problem is how to get a room.



**2.** F. T.: I see a key—for a nice room at the Hotel Pennsylvania.

Man: Good! That's the New York Statler—right across from Pennsylvania Station. But—



**3.** F. T.: Go! My powers do not fail. They will expect you!

Man: I can't quite believe it—but I'll try anything once.



(In the meantime . . .)



**5.** Now to test the fortune teller's magic power!



**6.** Man: My name is Holmes, and—

Room Clerk: Welcome, Mr. Holmes! We have a nice room for you. Front!



**Yes,** the thing that "works magic" in getting a room at the Statler-operated Hotel Pennsylvania is—

*A reservation, made far enough in advance so that we can confirm it.*

As more and more people make early reservations, it becomes increasingly difficult to take care of you if you drop in unexpectedly.

When you arrive without reservations, chances are that virtually every room has been reserved in advance—some of them for weeks. And this is true at the seven other Statlers.

Besides early reservations, there are two other wartime practices which will make traveling more comfortable for you and for all travelers: Cancel unwanted reservations promptly . . . Release your room as early as possible on the day of departure.

Although certain inconveniences are unavoidable in wartime, the really important Statler services are still being maintained . . .

. . . the inviting rooms, with their famous Statler beds . . . delicious, wholesome meals . . . and the restful relaxation you need, even in wartime.



The 5th War Loan is on . . . Buy the Bond you CAN'T afford—today!

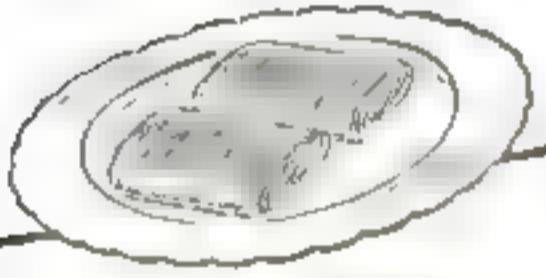
HOTELS STATLER IN	STATLER OPERATED			
BOSTON \$3.85	BUFFALO \$3.30	CLEVELAND \$3.00	HOTEL PENNSYLVANIA \$3.85	HOTEL WILLIAM PENN \$3.85
DETROIT \$3.00	ST. LOUIS \$3.00	WASHINGTON \$4.50	NEW YORK	PITTSBURGH

Rates begin At Price Shows



## SALUTE!... this MORNING ENERGY BREAKFAST

NABISCO SHREDDED WHEAT'S THE BEST PART—  
CRISP AS TOAST, HIGH IN FOOD ENERGY!



**NABISCO  
SHREDDED WHEAT**

contributes these essential food elements:

- 1. PROTEIN for strength
- 2. CARBOHYDRATES for energy
- 3. VITAMIN B, aids digestion
- 4. IRON for blood-building
- 5. PHOSPHORUS for strong bones

Keep your family feeling fit! Make breakfast count! If it's a good healthy Nabisco Shredded Wheat breakfast, they'll greet it with a smile, eat it with delight! Its crispness lasts!

Nabisco Shredded Wheat is made from 100% whole wheat, one of the Basic 7 Foods our Government advises for good health in wartime. Delicious with milk—a double treat with fruit or berries added.

BAKED BY NABISCO...  
NATIONAL BISCUIT COMPANY



**MORNING ENERGY  
BREAKFAST  
SALE!**

NOW AT FOOD STORES



**NABISCO  
SHREDDED WHEAT**

The Original Shredded Wheat

The Eisenhowers (continued)



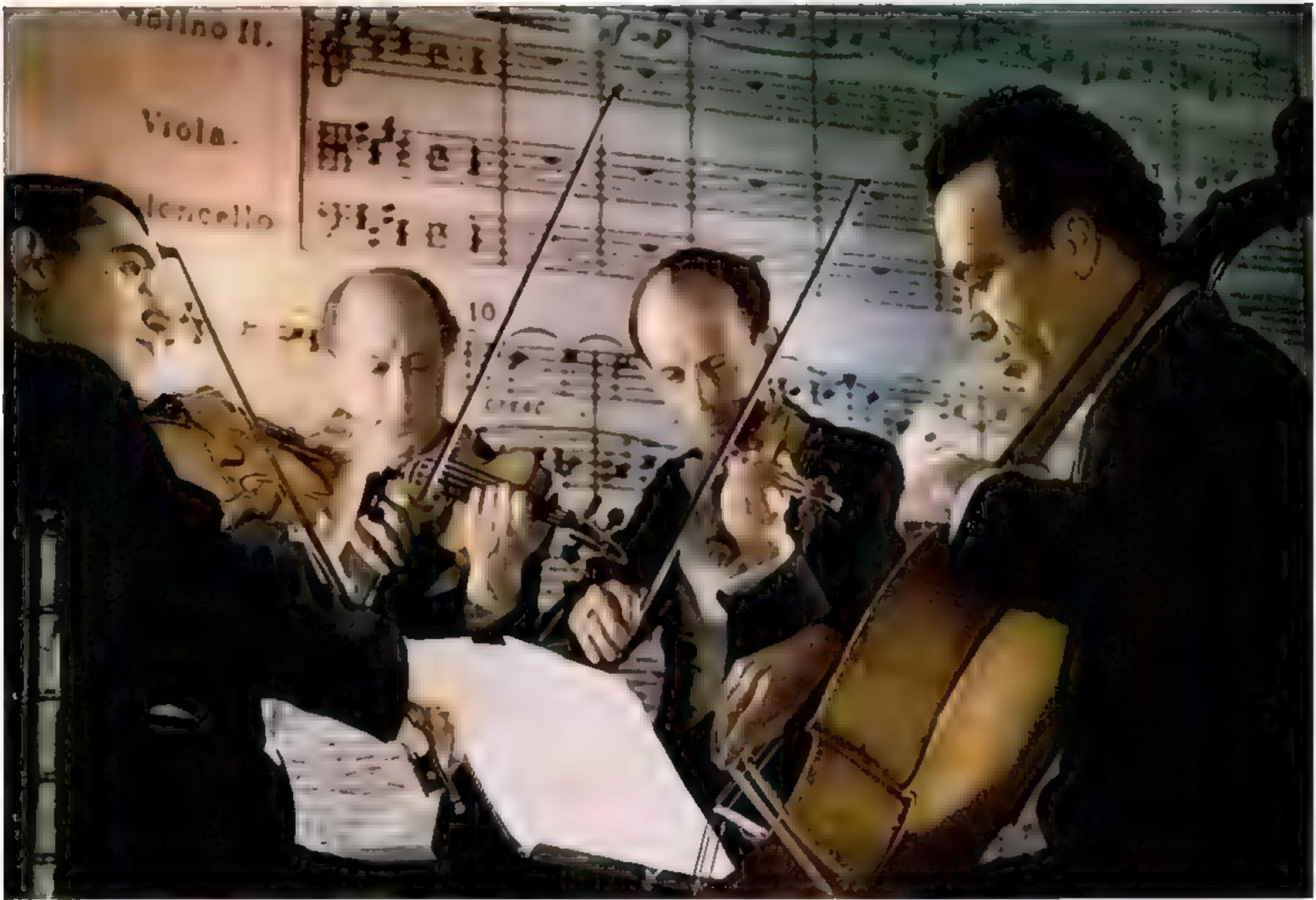
General Omar Bradley's wife and daughter served punch at the garden party given by General Francis Wiby, Academy superintendent, for cadets' parents and friends.



Elizabeth Bradley's fiance stands while the pins on wings. He is Henry Beukema, son of West Point's famed military geographer. They were married three days later.



General Mark Clark's son, William D., is in class of 1945 at West Point. For pictures of General Clark and the Fifth Army's drive beyond Rome, see pages 87-95.



**Like one great instrument with sixteen strings...**

## *The Budapest String Quartet*

• The lightest whisper of the strings speaks as eloquently as the voice of vast orchestras. The world has never heard chamber music of more fabulous beauty. Here is immaculately pure tone, flawlessly blended . . . absolute perfection of ensemble . . . four instruments playing as one. This is the ultimate in fine chamber music—the Budapest String Quartet—greatest string quartet of all time!

Four master musicians—each a virtuoso in his own right—possessing infinite versatility . . . profound interpretive insight . . . unsurpassed technical skill! No similar ensemble boasts such broad musical horizons, so large, so fine a repertoire!

Once music like this was the privilege of princes heard only in the salons of royalty.

Today Columbia brings it to you, at home! On Columbia Masterworks Records you hear the Budapest String Quartet express, with equal fluency and feeling, the tragic intensity of Mozart's G Minor Quartet . . . the shimmering, dreamlike beauty of Debussy's Quartet in G Minor . . . the exultant drama of Beethoven's "Rasoumovsky" C Major, and Quartet No. 15 in A Minor (Opus 132).

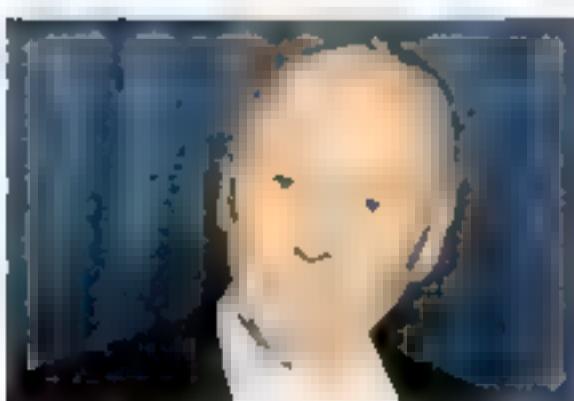
You can enjoy every subtle shading of the superb tonal color, for Columbia Records are laminated—pressed in layers—with surfaces of highly sensitized materials. This exclusive Sensitone Surface makes possible richer tone, greater durability, new freedom from surface noise. On Columbia Masterworks, *Great Music is Faithfully Yours!*

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Egon Petri (Piano) with London Philharmonic Orch. conducted by Goehr. Concerto No. 2 in B-flat Minor by Tchaikovsky. Set M-M2 318 - \$4.50



Leopold Stokowski cond. The All-American Orchestra: Bock-Stokowski Album II. Brilliant readings, beautifully recorded! Set M-M2 542 - \$3.50



Salvatore Baccaloni (Basso Russo). "Udite Udite, O Rustici from 'L'Elixir d'Amore' (Donizetti). Superbly sung, brilliantly recorded. Set 713H3-D. \$1.00



Maurice Evans (Actor). Four Excerpts from "Hamlet" by William Shakespeare. An exceedingly intense and moving performance. Set M-M2 340 - \$2.50



Felix Weingartner cond. Vienna Philharmonic Orchestra. Symphony No. 9 in D Minor ('Choral'), by Beethoven. Opus 125. Set M-M2 222 - \$8.50

**FIGHT BY HIS SIDE—BUY MORE BONDS!**



## Fighting the cruellest enemy of all

Women, babies, hale or crippled or aged men—all are one to our most vicious enemy. He tortures for weeks or months before he kills.

His name is Hunger.

For with millions of farming acres abroad now war-swept and barren, the world's food supply is dangerously low. That includes America's—for we usually have not raised much more than our ordinary peacetime needs.

On the tractors of America's farms rests a heavy responsibility. With the shortage of human hands, these mechanical gluttons for work are toiling

before daybreak, and often far into the night, to fill the desperate need for bigger crops.

It is taking *2½ billion gallons* of fuel this year to provide their power. Add to that 72 million gallons of lubricating oil, 36 million pounds of grease, 252 million pounds of gear lubricants, that are necessary to fight off wear from these precious power plants.

America's petroleum industry is straining every muscle to supply the prodigious thirst of our warplanes for high octane gasoline, for oil that drives our vast armadas of ships, our tanks, jeeps, trucks. Yet these needs are no more vital than those of our

tractors! Both must be met—for food, too, fights for Freedom.

Both *will* be met. Tide Water Associated, working shoulder to shoulder with the country's other oil companies, will not fail. Together, we'll continue to do the impossible, as we have done since Pearl Harbor.

The farmer will see that the wail of hungry children will not rise in this land. And the oil industry will stand at his shoulder.

---

TIDE WATER ASSOCIATED OIL COMPANY  
New York • Tulsa • San Francisco

WORLD'S LARGEST REFINERS OF PENNSYLVANIA OILS

**TIDE WATER ASSOCIATED**

GASOLINE POWERS THE ATTACK—DON'T WASTE A DROP

BUY WAR BONDS AND STAMPS!



# JAP LIEUTENANT

Picture diary of his life traces  
the course of Japanese empire

In a way, these pictures chronicle the course of Japanese empire—from the big ambition, through the snug glory, to the grave. Mounted but uncaptioned they were found in New Georgia on the dead body of a Japanese lieutenant. They detail his tour of duty in North China and Manchukuo, where he postured through the ditches of an officer enforcing co-prosperity. Proud of his commission he had an office with a wall map like a general's, lived well in

confiscated quarters and had time to pose beside his official car or on the steps of Chinese temples.

But finally the blow came. It must have been last summer that his easy life ended. As if to bolster his morale he took the pictures of his life in the north with him to New Georgia Island. There, fighting in the hot jungle beside Munda airport, he was killed and a U.S. medical officer, finding his body, took the photographs from a pocket of his uniform.



At office in North China lieutenant looks important before wall map and behind big desk where he kept field radio.



In winter uniform he poses in garden of what was probably a bachelor officer's quarters for the occupation army.



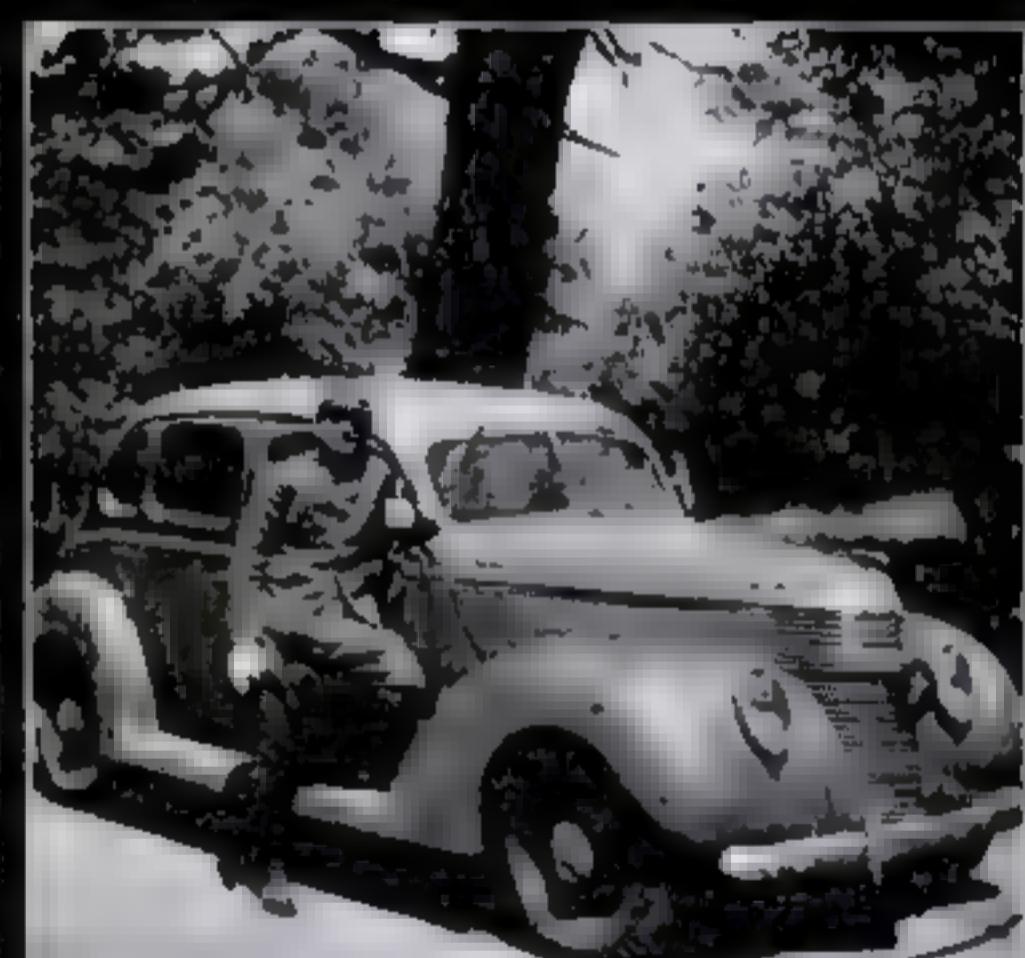
A sportsman, lieutenant appears in costume for jukken gi, unmounted jousting game played in Japanese Army.



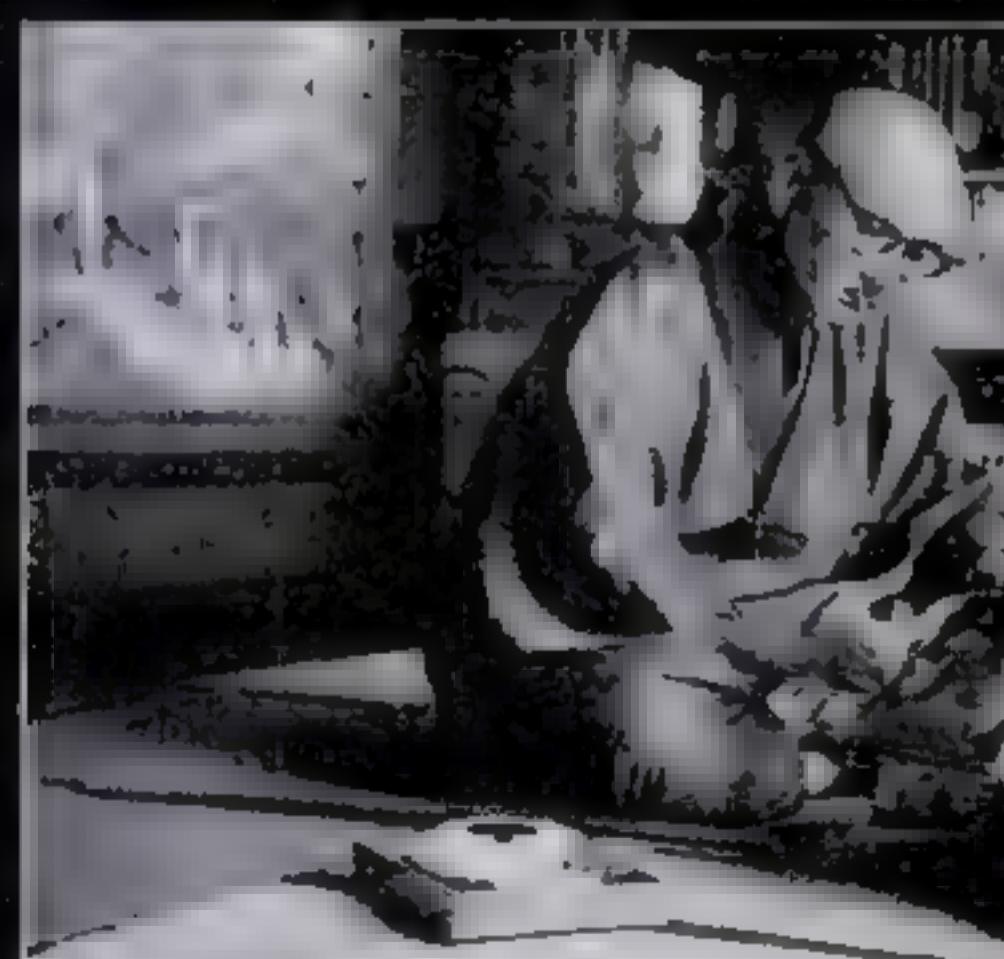
Lieutenant relaxes in the garden surrounding his quarters. Like many Japanese he seems to have been a烟 (smoker).



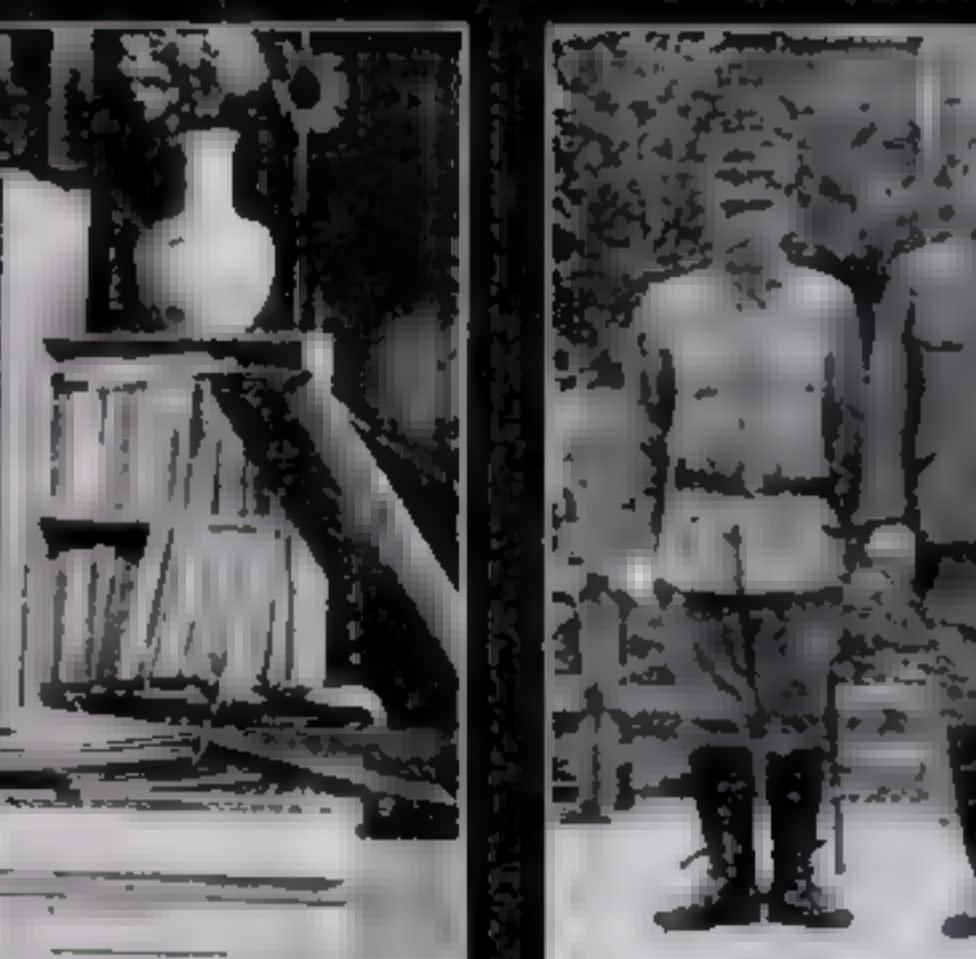
On balcony he turns around for a picture after surveying city through binoculars. This may be Mukden or Harbin.



Official car with big gold star in front was his pride and joy. This is 1937 Ford, probably assembled in Yokohama.



Seeking Western culture, lieutenant listens to Tchaikovsky and Beethoven records. Vase (right) and screen (left) are both Chinese, may indicate that this is a confiscated house.



Group of officers pose for a picture with lieutenant second from right in the back row. He was tall in comparison to other officers. Turned-out toes are regulation when at attention.



"Peace Preservation Unit" is written on sign beside lieutenant. He evidently visited collaborationist organization.



Memorial to head of Jia Kwantung, North China Army, forms an eerie background for one of lieutenant's poses.



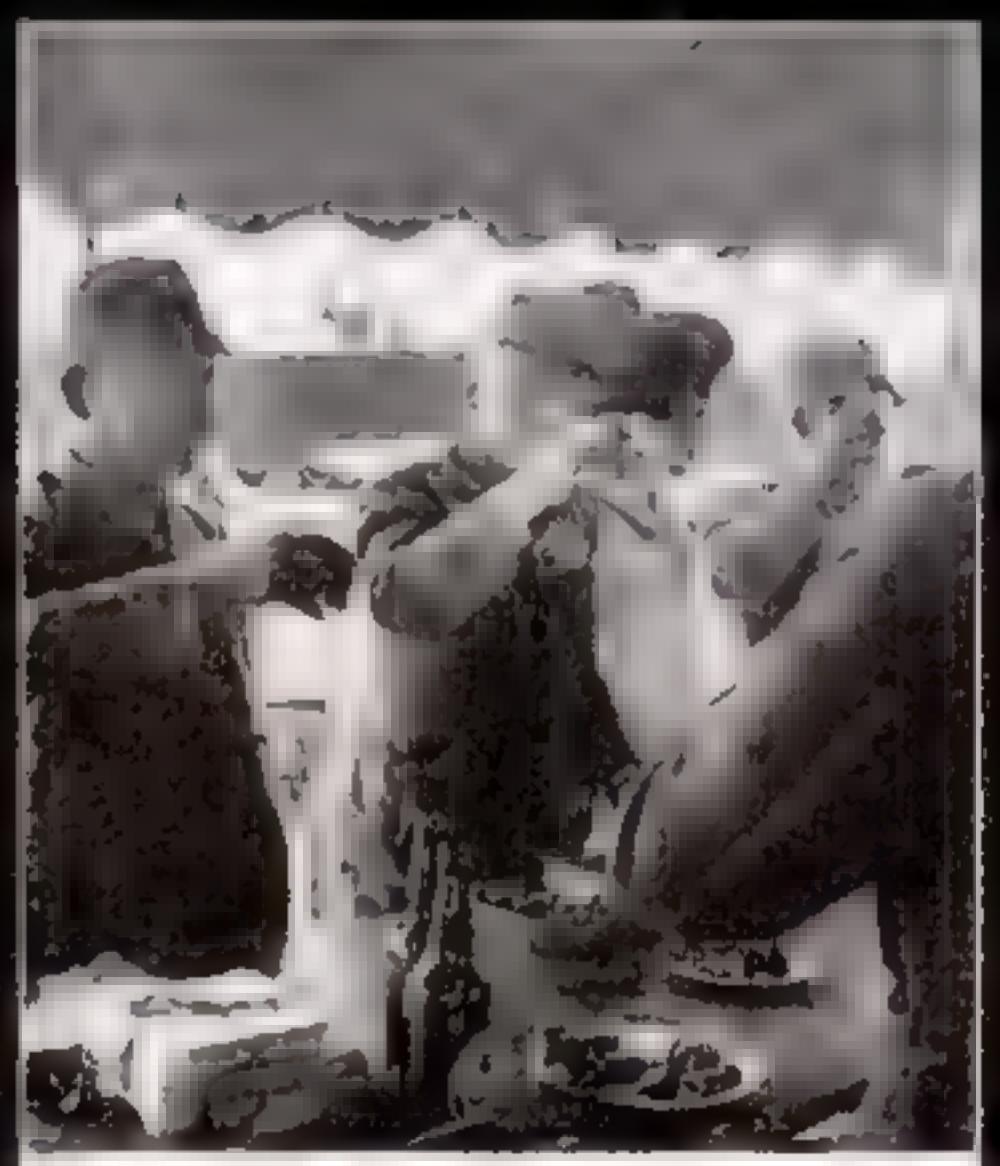
In tricycle ricksha, he visits Mukden Museum. Note the long Japanese sword that he carries almost everywhere.



Geisha girls, watching solders during performance, are subject for the lieutenant's own cameras.



Lady companion, a member of Manchukuo Women's Defense League, smiles as lieutenant carries Army picne.



Toast to Japanese victory is led by a senior officer at picne. Lieutenant apparently snapped this photograph also.



Defense League girls and entertainers line up outside tent for taste of picnic food. Picnics and skits were often given by League girls in order to pep up the morale of the regiment.



On temple steps lieutenant poses just like a tourist. Architecture is typical North Chinese and temple may be in Peiping, where he could have gone on holiday from Manchukuo.

# Sonotone Believes

A PERSON WITH IMPAIRED  
HEARING IS ENTITLED TO:

**1 A Scientific Measurement  
of Hearing**

As your hearing loss differs from that of everyone else, the very first thing needed is an audiogram (measurement chart) of your hearing.

**2 A Hearing Aid Fitted by a Trained  
Consultant to Your Needs**

No one standard instrument fits all cases. SONOTONE offers hundreds of possible adjustments to fit YOU.

**3 Both Bone and Air Conduction  
Types Should Be Available to You**

Sonotone's development of Bone Conduction has more than doubled your chance of hearing.

**4 The Most Accurate Fitting from  
Your Audiogram**

The fitting from your audiogram is checked in our research laboratories, guaranteeing the best advice for you from the world's leading hearing aid specialists.

**5 Personal Assistance over the  
Adjustment Period**

Many cannot put on an aid and interpret what they hear. A trained SONOTONE Consultant helps you over this difficult adjustment period.

**ONLY SONOTONE GIVES YOU ALL OF THESE SERVICES.  
SO IMPORTANT TO YOUR PRECIOUS HEARING.**

**6 Helpful Literature on Speech,  
Lip Reading, etc.**

Special booklets are available free to help you to a more enjoyable life.

**7 Periodic Checkup of Your  
Hearing**

Every six months you should request your SONOTONE Consultant to make another audiogram of your hearing to make sure there is no unexpected change in your hearing needs.

**8 Immediate Replacement**

of your instrument, with an equivalent, right off the production line, in case of any difficulties. No repairs—no long delays—and as near as a telephone or a telegraph blank.

**9 Uninterrupted Hearing**

When you purchase SONOTONE service you shift the worry of your hearing to the shoulders of a trained Consultant, who stands pledged to give you this service on through the years.

**10 A Written Guarantee**

by Sonotone, honored in more than 150 offices in the U.S.A., assuring you of the best possible hearing service at the lowest long-range cost.



## THIS IS WHAT IT TAKES TO GIVE YOU BETTER HEARING

We know that 5 million people in America who definitely need hearing aids, and with them in mind, we have created soon to be discharged from the armed forces, it is extremely important that such a sounding of voices has been laid upon the hearing aid itself. The price of a hearing aid... trick details of design... fantastic claims of performance... that stuff has a place in the mind of every sensible man who is looking for BETTER HEARING.

The hearing aid, of course, is important. We know that... better perhaps than anyone else. In the past 15 years scientific research has led to many improvements in the present-day hearing aid and its performance than any other one organization. But from that 15 years' experience helping millions of thousands of deafened people, we also know that a hearing aid is only the beginning of better hearing.

A hearing aid alone is not enough! Your hearing differs from everybody else's. Your hearing calls to be fitted to your personal needs. You have to be taught to use it and you have to have sympathetic expert oral wise guidance in those early months when you are adjusting yourself to it. From time to time your hearing has to be rechecked. And you have to be sure someone is there on the other end of your telephone, a responsive someone, ready and willing to help you whenever you need it.

*That's the difference between hearing... and a hearing aid!* To each of the more than 150 Sonotone offices stands a plaque like the one Consultant C. B. Lusk of the Philadelphia office is explaining in the photograph. This is the essence of 15 years' experience—the CREED of the Sonotone organization. It represents the very core of Sonotone BELIEVES every kind of caring person must have to be sure of UNINTERRUPTED HEARING for the rest of his life. And it is a service that only a Sonotone Consultant can give you.

**WRITE FOR FREE BOOK**—Downloadable U.S.A. write for a free copy of "Hearing Through the Years," a valuable information booklet. There are over 150 Sonotone offices. The nearest is listed in your local telephone directory. Phone or write now or wire SONOTONE, 1111 Broadway, New York, N.Y. In Canada write 9 Yonge St., Toronto. In England, 14 Grosvenor St., London, W.1. Look around in the rear of this publication. There are opportunities open for interested men and women to become Sonotone Consultants.

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IN THE FIFTH WAR LOAN

now what you did before!

# WITH Social Security ALONE



## CAN YOU HOLD YOUR HOME AFTER 65?

Long before you reach 65, your home can be free from debt . . . but never free from expenses.

To keep it, you'll need money for repairs and taxes. And with all your other living costs, you may find your \$40 to \$60 monthly Social Security benefits inadequate for your needs.

Yet, you can retire securely at 65 with Social Security and still enjoy your own home . . . the Mutual Life way. Let the friendly Mutual Life man in your community show you, free and without obligation, how Social Security benefits, coordinated with a dependable income from moderate amounts of Mutual Life Insurance, can bring happiness and security to you and yours.

*Our 2nd Century of Service*  
**THE MUTUAL LIFE**  
 INSURANCE COMPANY of NEW YORK  
*"First in America"* Lewis W. Douglas, President  
 34 HASSAU STREET NEW YORK CITY



### FREE Social Security HELPS

1. This special FOLDER lists the 7 types of official records required to collect Social Security benefits and also provides a place for their safe keeping. 2. This handy FOLDER gives help in estimating your future benefits from Social Security and your life insurance policies. To have both, just mail this coupon today to department LS-10.

NAME  AGE   
 ADDRESS   
 OCCUPATION



With ricksha boy, Lieutenant poses in front of Chinese temple. Left sign says, "When a respectful man's red winds over, thousands are at peace."



Sitting in a sled on bearskin rug, Lieutenant is posing across frozen river somewhere near Mukden in southern Manchuria. Boots are flannel.



Full-length portrait shows Lieutenant in sash marking him as officer of the day. When found in New Georgia his body was found beneath rugged fun form.

# A RIVER OF FUEL THAT FLOWS ON TRUCKS



## NEW TRUCKS—NOW!

The government has authorized the manufacture of a limited quantity of new trucks for civilian hauling in essential occupations. For your new truck, see your International Dealer or Branch now, and get valuable help in making out your application. Don't delay!

From the plains of Oklahoma  
for the planes that bomb Berlin

SOMETHING BIG is going on in Duncan, Oklahoma.

In response to the call of the Army and Navy for greatly increased production of 100-octane gasoline, eight independent Oklahoma and Texas refiners got together and pooled their output of base stocks for the superfuel that makes America's warplanes fly higher, faster, farther—and hit harder.

Up went the new Duncan refinery, in a prairie area that is short on adequate pipeline and rail facilities. Use of rail transport would entail diversion of 500 tank cars, sorely needed elsewhere.

So the swelling flood that rolls to Duncan from the eight refineries rolls by truck . . . exclusively . . . hauled by 30 heavy-duty Internationals.

This day and night hauling is tough work. But those 30 heavy-duty Internationals are twin brothers, under the hood, of the battle-tested International Half-Tracks, powered with the same famous International Red Diamond engine. They're tough trucks. Built tough, with the built-in stamina that made Internationals the largest-selling heavy-duty trucks on the market.

It is important to note that a rigidly scheduled program of preventive maintenance keeps these 30 Internationals out of the shop and on the road . . . the same kind of sound preventive maintenance you can get for your trucks . . . no matter what your make or model . . . at your International branch or dealer.

INTERNATIONAL HARVESTER COMPANY  
180 North Michigan Avenue Chicago 1, Illinois



# INTERNATIONAL Trucks



## "You Durn Fool—It is a Steam Engine!"

"STEAM-ENGINE, my aunt Sarah! A steam-engine's got a tall stack and big belly and wheels goin' round outside. Thet there is one of them streamliners."

"Sure, Lem—but streamlinin' by itself don't tell you nothin'. All kinds of engines is bein' streamlined these days—you can't tell what's underneath. The station agent told me so hisself."

Yes, streamlining today *does* make it difficult to distinguish between steam, Diesel, and electric locomotives. Speed doesn't give you much of a clue, either, for any

of the three types can be built to pull any train at any desired speed.

Which type of locomotive is best for any one particular railroad depends on other factors. Here at American Locomotive we build *all three*—for we know from a hundred years of experience that only a careful study of a railroad's requirements can determine which type of locomotive is the modern locomotive for the job.

Today, a large percentage of America's crack passenger and freight trains are pulled by American Locomotive engines—

some steam, some Diesel, some electric. Each is unsurpassed at its particular job because each was built for that particular job.



# AFTER THE BATTLES

## A U.S. SOLDIER DESCRIBES MISERY WAR HAS BROUGHT TO PEOPLE OF SMALL SARDINIAN TOWN

by CPL. PAUL E. DEUTSCHMAN

Before the war Borgovecchio may have been a pleasant place. It is a little town nestled in mountains in the craggy interior of Sardinia. Now you feel like washing your hands when you leave there.

We Americans in the Mediterranean theater have seen the human misery, the degrading filth and the starvation that war brings. Perhaps better than you at home, we realize the problem of reconstruction that places like Borgovecchio and the problem of rehabilitation that people of places like Borgovecchio present. We have seen many such towns and we know that what we have seen is but a tiny corner of the panorama of human suffering that this year will unfold before our eyes.

We can't help thinking that unwillingly we have helped bring this degradation to Borgovecchio. We can't help feeling humble about the appalling job of repairing and feeding and cleaning that faces us. We know that so far we have not done nearly enough of this job.

You catch the full impact of the town as soon as your vehicle reaches the main square and is swallowed up by its mobs of children, who run through the filthy streets like a restless swarm of minnows in a muddy stream. They are everywhere—in your jeep, in your pockets, in your hair. They are impudent little bandits who scarcely seem like children.

What you see in their faces is as clearly the imprint of war as if a bullet had left its mark. So many of them are so unwashed, so snotty-nosed, so sore-ritten, so drippy-eyed (with little droplets of yesterday's hardened mucus clinging to the corners and lashes of their eyes; with huge, open sores on their legs and arms where the flies swarm unheeded) that when you do see a child with a well-scrubbed face and the semblance of a clean garment you cannot help but wonder how high up in the Fascist hierarchy his father had been in order to wreathe the precious soap.

All these children wear the same wise, knowing, thoroughly disillusioned expression, as if the enchanting veil of childhood beliefs and dreams had long since been ripped from before their faces. Indeed, war, hunger, perhaps the fascist virus and the coming of the fabulous Americani have made of Italian children moochers with a wisdom that far outstrips their tender years.

### Convoys of cadgers

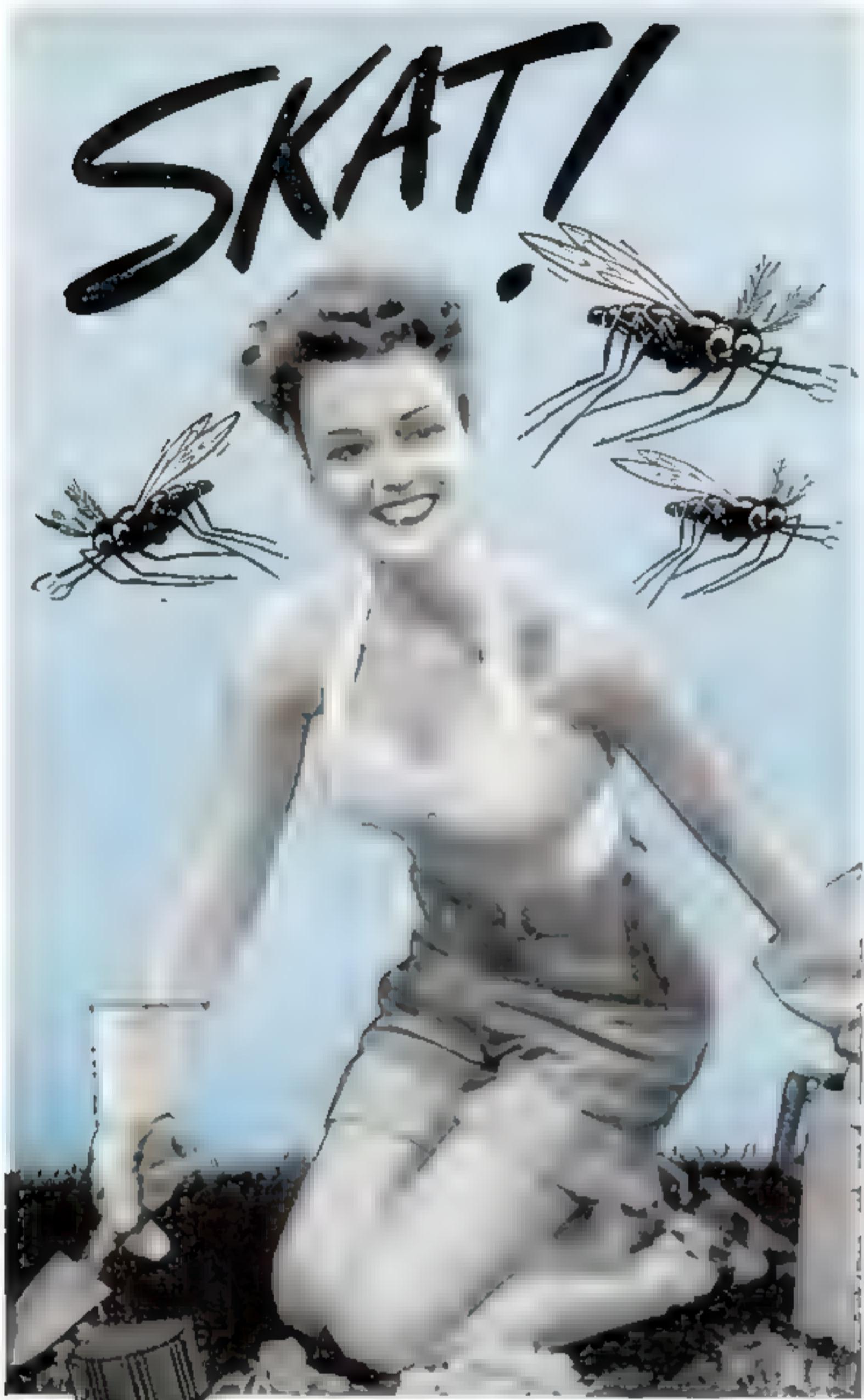
They demand cigarets first of all, then money and any kind of eatable you might have in your possession. But indiscriminate Santa-Clausing is absolutely impossible because there can never be enough to go around. Consequently the streets teem with small eddies of feverish activity centered around each American soldier. Wherever you go you have a convoy, 90% children but with a goodly representation of shuffling old men with beaten looks and tired eyes, and dapper students, generally sporting tweedy topcoats worn grenadier-fashion like capes. They follow you through hell and high water, enticing you with offers of girls of the town, *vino* and local whisky substitutes, and bombarding you almost beyond all enduring with all sorts of brassy-looking trinkets, beat-up cameras, family bedspreads and too-lira watches.

If you happen to be smoking a cigaret while walking down the street, you are followed by an entire regiment of *bambini* and grown men, two or three of whom hopefully sport empty cigaret holders between their teeth. Everyone eyes the butt hungrily. When you throw it away, perhaps a kindly inch or two before its accustomed throw-away length, a battle royal ensues in which the participants show no quarter and little respect for youth or old age.

The streets are bedlam and they hum with a get-rich-quick atmos-



Hungry, destitute, the poor people of Italy can only beg for food. This picture and those on the following pages show the privations of Italian civilians, forecast what allied armies may expect to find inside Europe.



Now this remarkable insect repellent, which has been used with success by our armed forces, gives you protection against annoying insect bites. SKAT® literally drives insects away before they bite. This scientific repellent is easy to apply, pleasant to use.

Think of now being able to enjoy working in your garden—fishing, vacationing at the beach or in the mountains—free from mosquitoes, biting flies, chiggers! Just one application of SKAT gives up to 3 hours' protection. Try a bottle and see!

\*Trade Mark of Galloway Chemical Corporation, Windsor, Vt. . . . Distributors Skol Co., Inc., New York, N.Y.



**Malnutrition** shrivels the limbs and bloats bellies of homeless Italian children. Many no older than these stand outside restaurants and beg U. S. soldiers to take them in.

#### AFTER THE BATTLES (continued)

phere full of the most incredible suspense. Mothers send their children out with a cheap brass pin that has been highly polished to a shiny richness, odds and ends of family jewelry, hand-woven bedspreads and pillowcases from the family bed, bits of wood with bright peasant coloring painted on them and flowering native scarves. Small boys, whose command of the English language is limited to single words like "radio," "watch," "bedspread" or who use various international words and gestures to connote the international pleasures of sex, roam the streets on the lookout for GI game, whom they lead triumphantly from time to time up dirty, creaking staircases—from there on, the grownups take over.

One boy of 9 years is the most persistent and the most successful too, judging from the groups of GIs who engage him in serious conversation and then follow him to the lower end of town where his sister, a prostitute, holds busy court. He has a stump for a right arm, lost when our bombers blasted an important coastal city; both his parents were killed at that same time. He now spends the entire day pimping about town for his sister and managing the line of soldiers that forms outside her doorway.

The grasping, tearing, begging kids extract cigarettes for such services—as well as for leading Americans to eating places, bars and private homes where various souvenirs are hopefully displayed.

You feel like hell most of your time in Borgovecchio. Everything that happens and everything you see bears a sordid connection with war. You cannot relax for a moment. Yet sometimes the misery takes an odd turn, gives a swift humorous twist to a little incident. You find a slight occasion to laugh, perhaps at yourself, but if you search for social implications underneath, you arrive only at the dead-end street of war's misery.

#### The ice-cream game

There were two little girls, sisters obviously, who stood shyly (with a studied shyness, but I didn't suspect it), hand-in-hand at the edge of my own particular crowd of followers. They were perhaps 7 and 9 years old and were knowingly beautiful children, with the kind of unself-conscious beauty that is accustomed to being stared at and with the feminine wisdom of the ages written on their faces. Their dainty little dresses were so clean and their whole appearances so shining and wholesome that they appeared like two little strangers in the town.

One of the sisters, the elder, winked at me and smiled winningly. When she saw my returning smile, she came up to me and took my

CONTINUED ON PAGE 56

## CHECK YOURSELF for symptoms of ATHLETE'S FOOT

- Peeling between toes
- Cracks between toes
- Soft, soggy skin
- Itching



# HAVE YOU GOT IT?

## NEW 2-WAY TREATMENT



1. Use Quinsana on feet daily. The great majority of Chiropodists, specialists in care of the feet, recommend Quinsana.

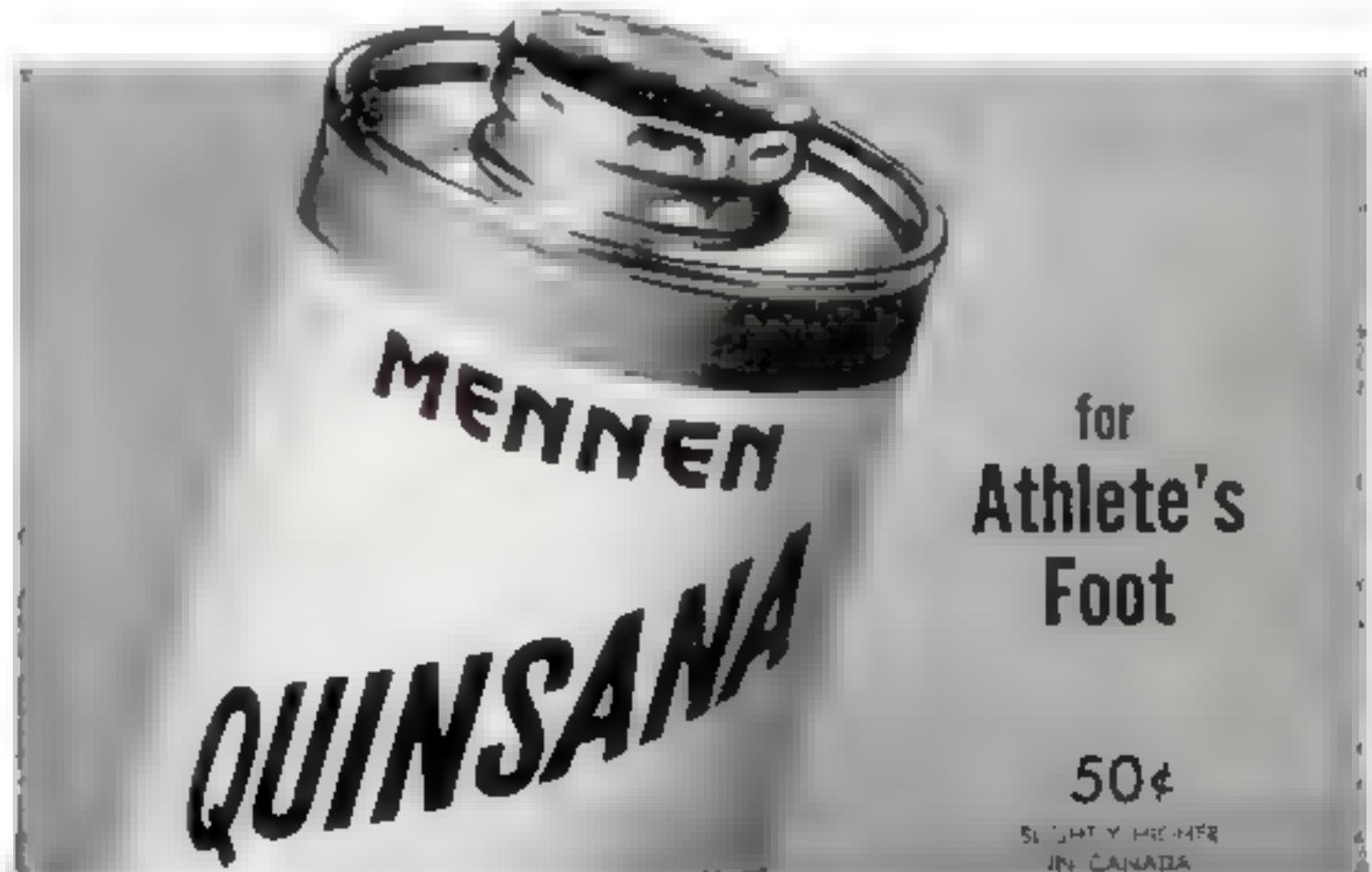


2. Shake Quinsana powder into shoes daily to absorb moisture, reducing chances of re-infection from shoe linings.

Chances are you have Athlete's Foot, even though you may not realize it. Surveys show over 70% of U. S. adults infected each year. Mild case may suddenly become serious. And Athlete's Foot is worst during hot weather. Fortunately, science has a better treatment which is producing remarkable results—new 2-way Quinsana method. In thousands of test cases, practically all infection cleared up quickly with Quinsana, now used by millions!

Quinsana action is based on knowledge that the fungi which cause Athlete's Foot cannot live under certain *alkaline* conditions; and that re-infection may occur from shoe linings. Being a powder, Quinsana is easily used both on feet and in shoes. The great majority of Chiropodists, specialists in care of feet, recommend Quinsana.

Since Athlete's Foot fungi may exist almost everywhere . . . everyone should use Quinsana daily to help prevent as well as relieve infection. (Diabetics should be doubly sure to use Quinsana daily). Also excellent for hyperhidrosis (excessive perspiration), bromidrosis (foot odor). *Pharmaceutical Div., The Mennen Co., Newark, N.J., San Francisco, Toronto.*





## For "Life" and Zest

DELICIOUS, fragrant coffee! With every satisfying sip there's "life" for your spirits, zest for your conversation and a thrill for your taste. Whether you're stepping out or staying in...there's nothing like coffee that's made right. Brewed full strength. Brewed fresh. Brewed to the full capacity of the pot. Anytime...anywhere...coffee is the all-American drink for all Americans. Have another cup!

PAN-AMERICAN COFFEE BUREAU

BRAZIL COLOMBIA COSTA RICA  
CUBA DOMINICAN REPUBLIC  
EL SALVADOR MEXICO VENEZUELA

BUY WAR BONDS AND STAMPS

have  
another  
cup!

COFFEE

The Friendly Drink  
from Good Neighbors

## AFTER THE BATTLES (continued)

hand in her tiny paw, never to release it. So there I was—with a little Italian beauty at either hand, promenading rather aimlessly, I thought, down the street, terribly and proudly conscious of the appreciative smiles we drew from passers-by and the pretty picture I made as one of America's ambassadors of goodwill in uniform.

But a moment later the procession halted. I found that they had led me to the doorway of the little store that sold what passed for ice cream—a sugarless, flavorless, almost tasteless sherbet in an ersatz brown cone. Disillusioned, I got the point and bought cones all around—for the two little sisters and for the 9 or 10 other kids trailing behind us who were also somehow part of the general strategy. But I felt a little better a half-hour later when I saw the two little girls, with the same sweet studied smiles, leading another unsuspecting GI down the street en route to the same ice-cream store. The two little devils didn't even recognize me.

This was a mere oasis in a desert of misery. It was the one opportunity you had during all your time in Borgovacchio to indulge in the tattered "kids will be kids, all over the world" platitude, to see any similarity between the children of this Sardinian town and the children of American towns. It made your skin creep to think that on the Continent things will be worse, in France and Poland and Czechoslovakia and in the ghettos of Germany.

### On her own

A pathetic little girl sits on the curb before a food stand. She looks 4 years old, to American estimates. The child, dirty and scrambled and sickly almost beyond discernment as to where the rags end and the festered flea-bitten flesh begins, is an orphan whose parents have been killed in the bombings. She sleeps in alleys and out-of-the-way streets where human excrement rots where it falls and lean, hungry dogs roam at night. During the daytime she takes her place here near the town square where more fortunate people drop crumbs of bread and bits of unwanted oranges into her lap.

The terrible part of it is that she is no isolated incident and, although she has aroused much pity among the townspeople, her case is not considered acute enough or unfortunate enough to warrant anything more than this most temporary sort of day-to-day relief.

She is a statistic you see in the raw—a unit of malnutrition that is not a number on a chart but a tiny bundle of fear and starvation and filth—and life.

Italian soldiers roam the streets. Broke, ragged, friendly as only

CONTINUED ON PAGE 88



Young smokers eadie from every passing soldier. U. S. cigarettes have become prime currency in Italy, may bring the equivalent of \$1 to \$2 a package in trade or barter.

**DAVID O.  
SELZNICK**

*presents:*



CLAUDETTE COLBERT



JENNIFER JONES



JOSEPH COTTEN



SHIRLEY TEMPLE



MONTY WOOLLEY



LIONEL BARRYMORE



ROBERT WALKER

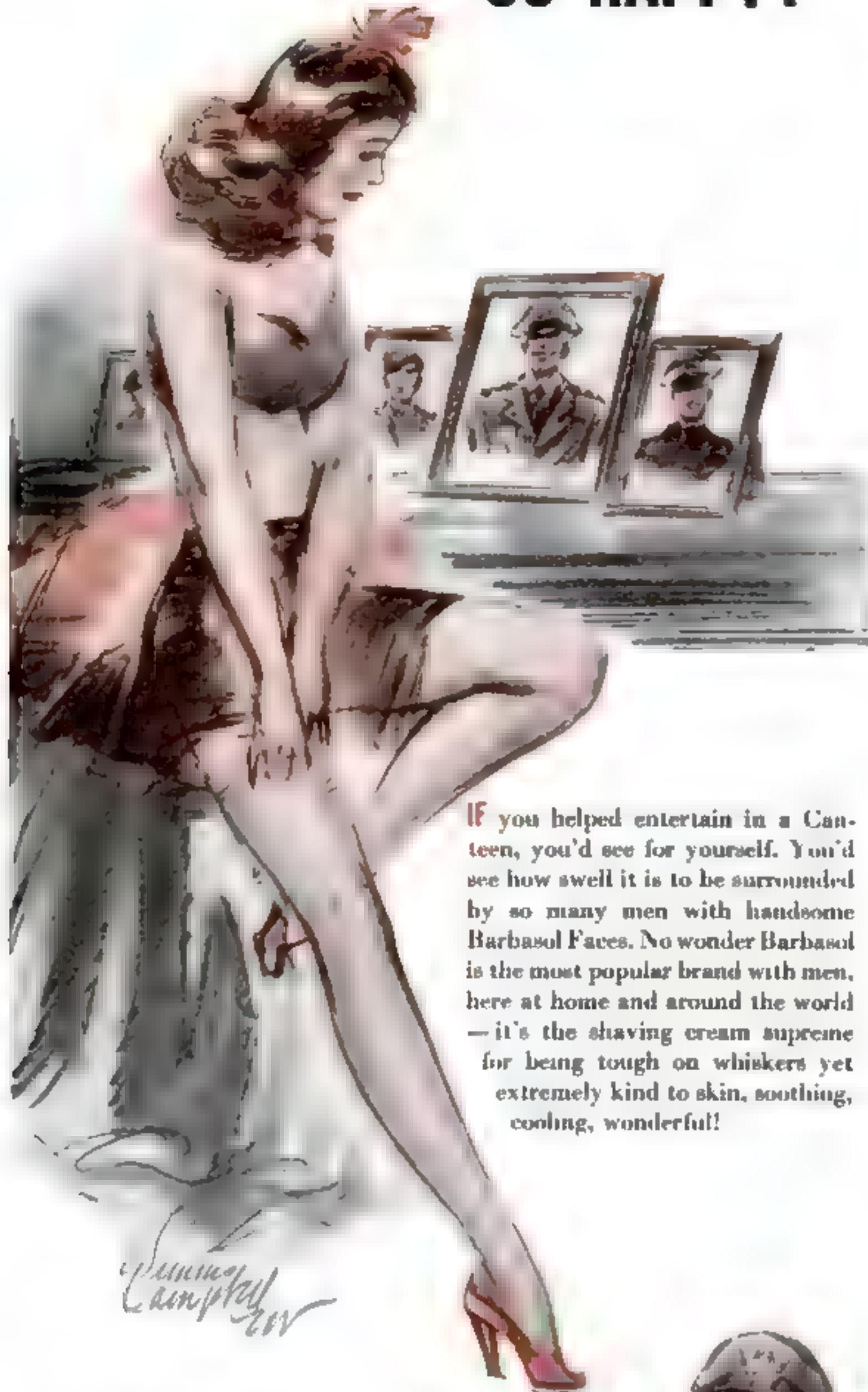
The screen's most distinguished cast in

# "Since You Went Away"

The producer's first picture since  
"Gone With The Wind" and "Rebecca"

DIRECTED BY JOHN CROMWELL... RELEASED THROUGH UNITED ARTISTS

# WHY ARE CANTEEN GIRLS SO HAPPY?



**I**F you helped entertain in a Canteen, you'd see for yourself. You'd see how swell it is to be surrounded by so many men with handsome Barbasol Faces. No wonder Barbasol is the most popular brand with men, here at home and around the world — it's the shaving cream supreme for being tough on whiskers yet extremely kind to skin, soothing, cooling, wonderful!

**BOY,** this shave feels fine! You bet it does — it's genuine Barbasol, the famous brushless shave that many brands have tried to imitate. Give your face the treat of its life. Change to Barbasol and see the smooth improvement in your shaves and skin. In jars and tubes. Large size 25¢, giant size 50¢, family size 75¢.



Children fight for refuse dumped from garbage trucks. Orphaned, homeless, destitute, countless Italian kids are now running wild in gangs, scavenging for food or stealing it.

## AFTER THE BATTLES (continued)

an Italian can be friendly, most of them wear the last vestiges of military uniform. There are patched and repatched trousers, torn and torn sleeves. Only the sergeants (who rate somewhere between an American major general and God) look as if they had made any real effort to preserve a military appearance. The officers, of course, and ex-Mussolini pets, such as parachutists and air corpsmen, are usually rather well turned out.

Many of these Italian soldiers do not know where their units are stationed and they care even less. Most are furtive hangers-on to GI chow lines in nearby camps, gathering up the leftovers from the mess kits with trembling fingers and excited looks. Usually American cooks and KPs spare them the final ignobility of having to fish into garbage pails for the incredible delicacies of *real* white bread, fabulous canned meats and exotic fruits.

Like the townspeople, the Italian soldiers also engage in mock black-market activities among the visiting Americans. Baretti pistols, flashy paratrooper knives, various pins and buttons denoting membership in now-unpopular Fascist organizations and second-rate German cameras are their main articles of trade. GIs buy out of sheer habit, and they hurt rather than help the situation by indulging the well-known American habit of treating all foreign currency as so many cigar-store coupons. The desire to buy something, anything, is much greater than the supply and people are actually stripping their homes bare to provide souvenirs for prodigal Americans. Wild inflation is the natural result.

There is a restaurant in the town, one block up the main street from the square. Inside, every table is filled with Americans, a handful of Italian soldiers, three or four hard-eyed civilians (usually with brief cases)—and the children. Every tableful of GIs has at least two or three excited, triumphant, possessive Italian children. Other less successful children crowd outside the doorway; every so often an intrepid little boy will dash in and make for the nearest table of Americans. Usually a waiter meets him with a solid cuff or a resounding kick in the pants—unless some soft-hearted American soldier speaks up for him, in which case the same waiter immediately holds out a deferential chair for the victorious little rascal.

## Sardinian Dinner: \$1

Dinner consists of a green-grass soup, hopefully labeled *musselone*, a plateful of watery, flavorless lentils and cauliflower, an orange and a small hunk of brown bread. The service is quite good, considering that this is the only restaurant in town and you have to come there regardless. The waiters bustle about busily, making a much greater show than the meager food itself warrants. The ritual of the bread is most interesting. After a waiter has set your plate of soup before you, he scurries over to the cashier's counter where a fat young couple, evidently the owners, preside indulgently. The waiter says something in Sardinian, whereupon the young man ceremoniously unlocks a huge box, hands over a small hunk of bread, writes something laboriously in a large ledger . . . and you have your bread! There are no seconds in bread unless you order the entire dinner over again (price: \$1).

There are no stores in Borgovecchio except four photographers' shops that do a land-office business among GIs, a handful of empty

CONTINUED ON PAGE 50

True Yesterday

# PLYMOUTH BUILDS GREAT CARS

THE "R"

In Trust for Tomorrow

GOOD DISTRIBUTION means nation-wide convenience for Plymouth owners . . . the availability, nearby to anywhere, of a great dealer service organization, equipped with the parts, the special tools, the service experience required to keep your car going at its best. Today, with Plymouth production devoted solely to war materials, Plymouth dealers are a mighty asset . . . aiding great pre-war Plymouths to outlast the war. \* PLYMOUTH Division of Chrysler Corporation.

BUY WAR BONDS! . . . TO HAVE AND TO HOLD



#### AFTER THE BATTLES (continued)

shelved groceries and a small tailor shop. The nearest thing to a department store is one of those open-suitcase affairs set up in the main square by a Chinese, also a refugee from the coast. He has very little to offer beyond his amazing presence in this part of the world (he has lived in Sardinia for over 20 years), and the droll lisping manner in which he speaks Italian is a source of endless delight to Italians and Americans alike. His goods are a dreary conglomeration of cheap neckties, imitation-leather belts and wrist-watch bands, some celluloid junk, a few razor blades and some odd bits of ersatz trinkets purported to be costume jewelry.

It is no secret that Americans are quite *sympatico* with the Italians and vice versa. But the political problems of Italy (which we have long since realized overstep into America's own political problems) are very much in evidence. You see very little of the strutting fascist now, of course, but you do see a ragged, thoroughly disgusted, and therefore politically potent, army (many of whose members have been in uniform since before the Spanish civil war), a tenuous group of local bureaucrats whose political antecedents can easily be fathomed, a small, young intellectual class which mourned its first political catechism at the feet of the fascist gang, a seemingly impotent and decimated group of older intellectuals, the fascist-tutored youth and an absolutely disillusioned, puzzled and divided citizenry.

These are the raw materials of Italian politics—the starving kids, and the prostitutes you've seen on the roads with small suitcases in their hands, and Alessandro, the Italian soldier who borrows your sewing kit to patch his torn trousers (his mother was born in America and his father lived there 18 years), and the bombed-out houses with their jagged walls, and the near-riot in an adjoining Italian camp caused by the rumor that old American uniforms were soon to be issued to Italian soldiers, and the lousy food, and Luigi who had fought at Stalingrad and has learned nothing during his lifetime except to kill, and the old men who prostrate themselves for your cigaret butts, and Benedetta whose mother had been killed by the bombs you carried and fused, and the skinny pigs running through the streets, and the terrible, pathetic envy with which the people regard all things American.

The slogans and the catcalls and the brickbats and the various political symbols have long since been chalked onto the walls of Borgo-vecchio's houses. An American soldier here has far too little actual intimate understanding of the problems beyond the battles to recognize which of these chalk marks will finally *not* be erased.



"The Prince and the Pauper" by Cartoonist Bill Mauldin depicts a not-unfamiliar scene in Italy—an American GI consoling to give his left-over rations to a hungry child.

# THESE are the days!



THESE are the Days when the Man you Love is fighting a fight that calls for high courage and red-blooded vigor—for nerves of steel and for muscles of iron. He needs—and his country makes sure that he gets—vitamin C every day without fail!

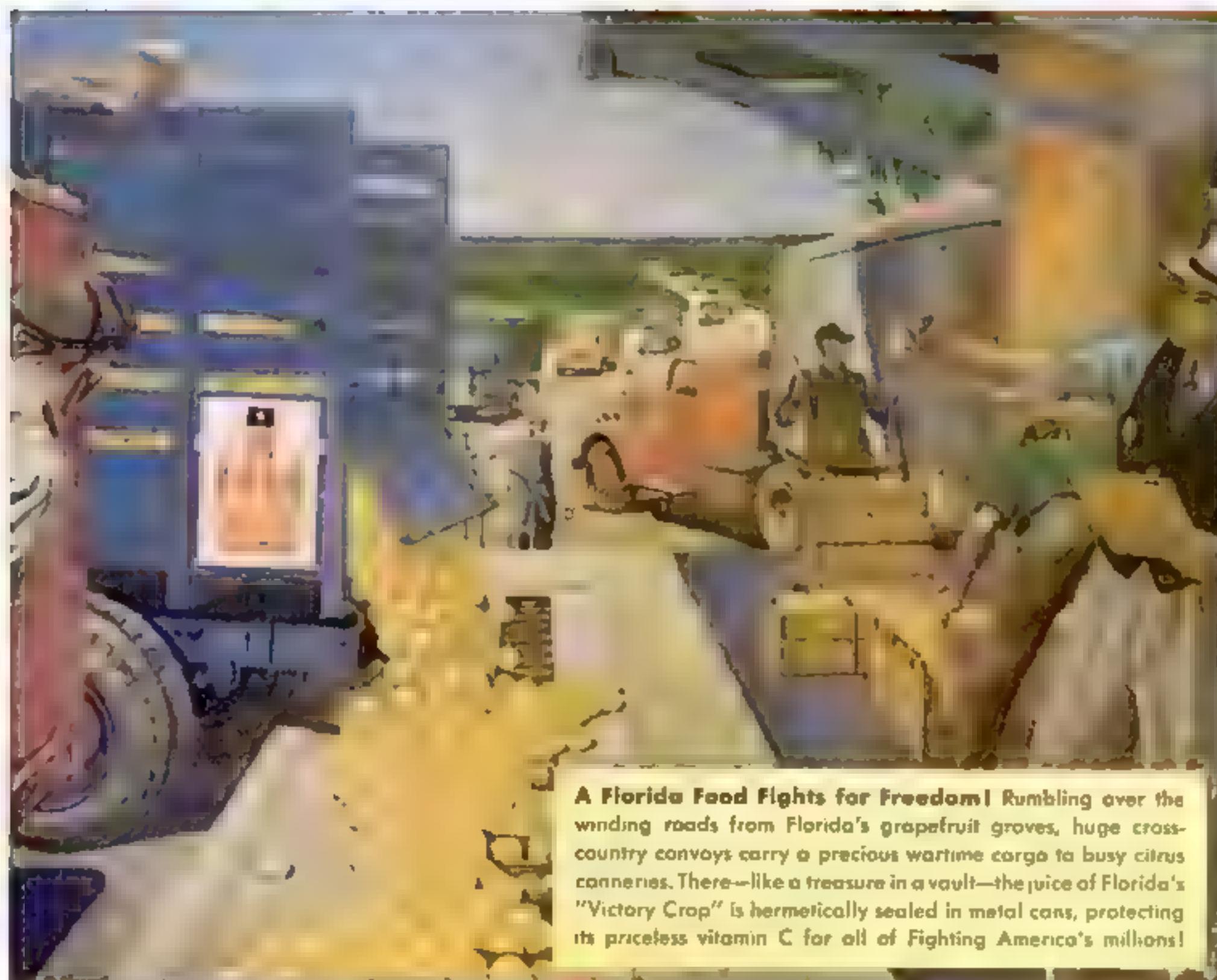


THESE are the Days the "Girl he Left Behind" must remember that she's more than a wife. Today she's a Woman at War! The man and the country she loves are counting on her to keep herself and family safe and strong. Vitamin C is a bodyguard...needed every day!



AND THESE are the Days of Peace to come! Happy, busy, exciting days crowded with thrilling things to do—when you and he will be so eager to make up for lost time. That loyal wartime ally—Victory Vitamin C—will be a peacetime ally too, to fortify you FOR LIFE!

... the days when America's millions must not fail to get  
**VICTORY VITAMIN C**



A Florida Food Fights for Freedom! Rumbling over the winding roads from Florida's grapefruit groves, huge cross-country convoys carry a precious wartime cargo to busy citrus canneries. There—like a treasure in a vault—the juice of Florida's "Victory Crop" is hermetically sealed in metal cans, protecting its priceless vitamin C for all of Fighting America's millions!

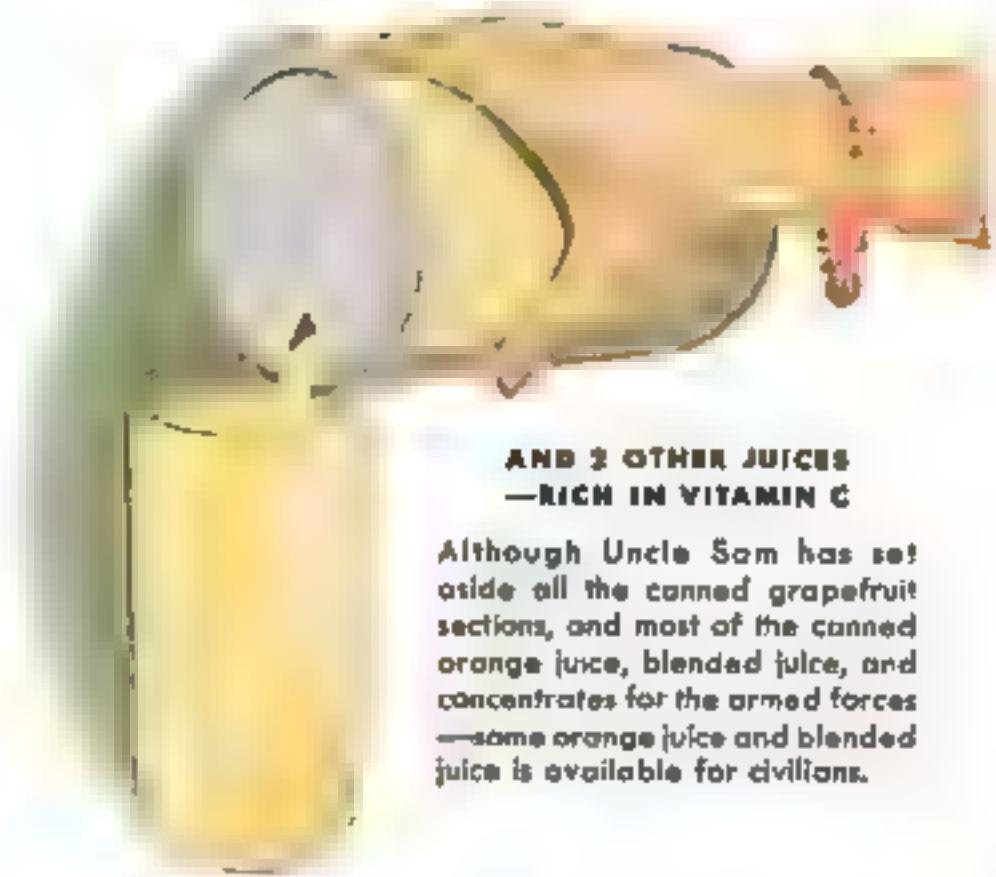
FLORIDA CITRUS COMMISSION • Lakeland, Florida

So urgently essential to red-blooded health is vitamin C that Uncle Sam is shipping to all attacking forces countless cans of grapefruit juice abounding in this vitamin. And because our home-front also must be armed against colds, fatigue, weakness and infections, a supply has been set aside especially for you. For high-spirited, vigorous living—today in war and tomorrow in peace—you need vitamin C every day. Make canned grapefruit juice your stand-by!

**IT'S THE "COMMANDO FRUIT"!**



FIGHT Colds!  
FIGHT Fatigue!  
FIGHT Weakness!  
FIGHT Infections!  
FIGHT Absenteeism!



AND 3 OTHER JUICES  
—RICH IN VITAMIN C

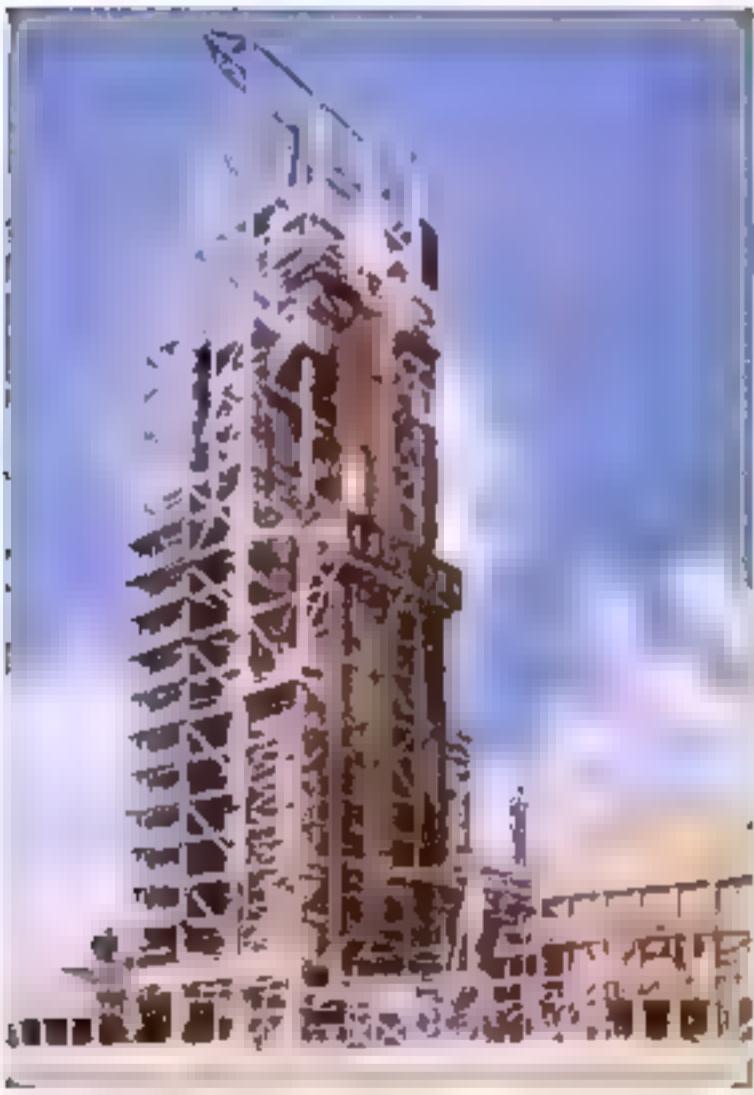
Although Uncle Sam has set aside all the canned grapefruit sections, and most of the canned orange juice, blended juice, and concentrates for the armed forces—some orange juice and blended juice is available for civilians.

*Canned*  **FLORIDA GRAPEFRUIT JUICE**

**RICH IN VICTORY VITAMIN C**

# WAR-POWER TODAY... CAR-POWER

Same Super Fuel Ingredients that Boost Power Output  
of U. S. Warplanes—Coming in Mobilgas after Victory



- Result of the Greatest Catalytic Cracking development program in the world!... 14 Socony-Vacuum Refineries "On Stream" Now!
- Every motorist should read these facts about Socony-Vacuum's "Flying Horsepower"—what it will mean in New Quick Power Response from Mobilgas for cars after Victory!



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# Mobilgas AND Mob

# TOMORROW



**F**irstly, it is important to understand what is meant by the term "functionalism". Functionalism refers to a way of thinking about society that focuses on how different parts of society work together to achieve certain goals. In other words, it is concerned with the "functions" of different institutions and social structures.

Functionalism was developed by a group of sociologists in the early 20th century, most notably Talcott Parsons and Robert Merton. They argued that society is like a complex machine, with each part having a specific function that contributes to the overall stability and well-being of the system.

One key concept in functionalism is the idea of "functional equivalence". This means that different institutions can perform similar functions even if they are structurally different. For example, both the family and the market can provide economic support for individuals, even though they operate in very different ways.

Another important aspect of functionalism is the emphasis on social norms and values. Functionalists believe that these norms help to maintain social order and stability by providing a shared set of expectations and behaviors that guide individual actions.

Functionalism has been influential in shaping modern sociology, particularly in its focus on the study of social institutions and their interactions. It has also influenced other fields such as psychology, anthropology, and economics.

**TUNE IN RA-MOND RAM SWING**  
East Newark Coast to Coast  
**D P M F W T Mon Tues Wed Thurs**



# **AFTER VICTORY! FLYING HORSEPOWER AT THE SIGN OF FRIENDLY SERVICE**



Do you  
and remember those swell  
picnics in Birch Grove?

"Remember the picnic we took Mary on? . . . How is the garden doing this year? . . . Sure could go for one of Mom's apple pies."

Yes, he has weightier matters on his mind . . . battles to be fought and a war to be won. But where there's time . . . he writes a letter home—to ask about the small, familiar things that he remembers. These are the things that he'll be coming back to when the war is over . . . the little things that remind him of home.

It happens that to many of us these important little things include the right to enjoy a

refreshing glass of beer. Cool, sparkling, friendly, beer is a sigh of satisfaction . . . a forehead wrinkle erased . . . a firm-set mouth relaxing into a friendly smile.

Wholesome and satisfying—how good it is as a beverage of moderation after a hard day's work . . . with good friends . . . with a home-cooked meal.

*A glass of beer or ale—not of crucial importance, surely . . . yet it is little things like this that help mean home to all of us, that do so much to build morale—ours and his.*



Men of the Marine Corps say letters keep up morale . . . Write that V-Mail letter today.

Morale is a lot of little things





DIRECTOR JEAN NEGULESCO ROUGHS OUT AN IMPISH CARICATURE OF HEDY LAMARR ON THE ORNATE STAIRCASE SET OF HIS MOST RECENT PRODUCTION, "THE CONSPIRATORS"

# DIRECTOR-ARTIST

Jean Negulesco sketches the faces  
of the stars who act in his movie

During his first 12 years in Hollywood, Jean Negulesco was better known for his caricatures of movie stars than for his rambling career as technical advisor, writer and short-subjects director. Over the years, Douglas Fairbanks, Mary Pickford, John Barrymore, Harold Lloyd, Greta Garbo, Joan Fontaine and many others have submitted their famous faces for his impudent drawings. Negulesco made most of his money from his sketches and paintings.

Last year he became a full-fledged Warner Bros.

director and added to his reputation as an unusual Hollywood character by making his first movie \$100,-000 under budget. This film is *The Mask of Dimitrios*, adapted from the Eric Ambler best seller, *A Coffin for Dimitrios*. Today Negulesco can afford to sketch purely as a hobby. Recognized as a capable, imaginative director, he is working on his second feature picture, *The Conspirators*. It stars Hedy Lamarr, Paul Henreid, Peter Lorre, who sit amiably for Negulesco's pencil when he isn't ordering them around the set.



## ALL THE VITAMINS Gov't Experts and Doctors agree are essential... *and vital Iron, Calcium, Phosphorus*

**G**ET THE MOST OUT OF LIFE! Enjoy the buoyant energy—the steady nerves—the good resistance you deserve! Do it by getting all the vitamins and minerals you need. For remember—a U. S. Government study, other surveys too, showed 3 out of 4 people were not getting enough vitamins and minerals in their diet.

### All the vitamins you need . . .

Vimms were designed especially to correct this lack. Unlike so many vitamin preparations, Vimms give you not just A and D, not just the important B Complex vitamins, but *all* the vitamins Government Experts and Doctors agree are essential in the diet, including costly Vitamin C.

### Get your vitamins with minerals!

Vimms also give you Calcium and Phosphorus necessary for strong bones, teeth, and body tissues; Iron necessary for good red blood.

**No product which offers you only one tablet or capsule per day can give you the benefits of all these vitamins and minerals. That is why Vimms come in three tablets a day.**

**New Low Price** on the big Vimms Family Package! 288 tablets, 3 months' supply! Now only \$4.29! Get pleasant-tasting Vimms from your druggist in the Regular size, the Economy size or the extra-thrifty Family size. Take 3 Vimms every day at breakfast.



### Director-Artist (continued)



The morbid cast of Peter Lorre's face is captured with a few thick lines. Lorre, who starred in Negulesco's first feature picture, has become his favorite subject on set.



The pliable face of Comedian Jack Carson, who is starring in *The Doughgirls*, is hurriedly sketched during lunch. Complains Carson, "Jean, you made the nose too long."



The stolid look on Paul Henreid's face occupies Negulesco between takes on the cabaret set of *The Conspirators*. Extras in background are waiting for new camera setup.

# Their Names will be forever Secret—

You'll never meet them face to face. You'll never shake their hands. Their names, their homes, their families are closely guarded secrets.

But these 10,086 women went out of their way to tell you one special secret. Honestly and frankly they wrote why they switched to Modess.

And 8 out of 10 said "So soft!" "So safe!" or "So heavenly comfortable!"

They'd all been users of most every type of napkin. Yet they rated Modess tops! So if it's more softness, or safety you're after—Modess is surely for you! It costs no more!



Are you helping feed the nation? Or filling the boss's shoes like Miss G. W.? She writes, "Long hours mean I have greater need for Modess' dependable protection!" And thousands of girls agree Modess is safer. Gives you full-way protection because there's a triple full-length shield at the back.

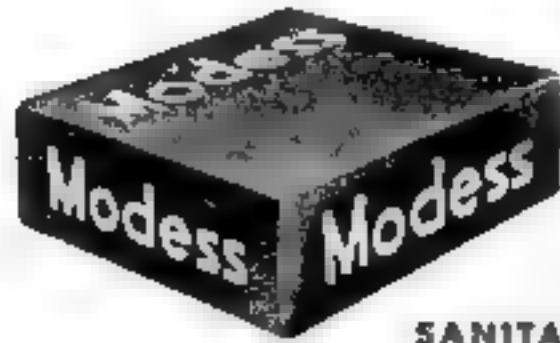


Are you up with the birds and off to the war plant like Miss L. G.? Then you'll appreciate her tip. "Modess' downy-soft filler assures carefree comfort!" she says. And no wonder—for Modess' special softspun filler is very different from close-packed, layer-type pads.



Are you a gay, young thing? Working and playing harder like Miss P. F.? She says, "Modess is tailor-made to fit my body perfectly!" So see how easily and gently Modess moulds itself to fit you. No outlines. No hard tab ends.

Discover the Difference! Switch to



# Modess

SANITARY NAPKINS

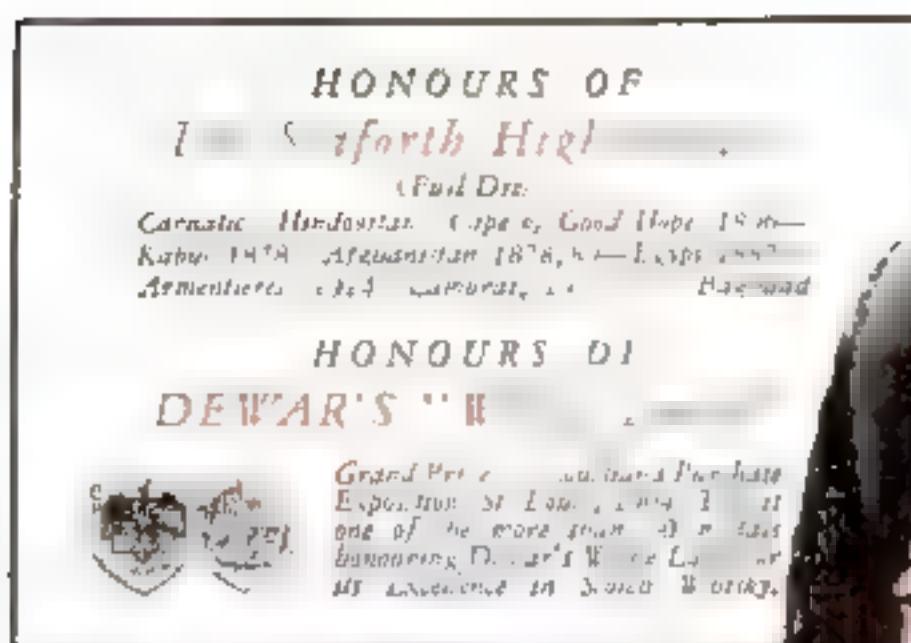
MODESS REGULAR is so highly absorbent it takes care of even above-average needs. Makes bulky, over-size pads unnecessary. In boxes of 12 napkins, or Bargain Box of 56. MODESS JUNIOR is for those who prefer a slightly narrower, but equally absorbent napkin. In boxes of 12.



**FREE!** Send today for new booklet "Growing Up and Liking It!" . . . Tells more about the "why" of menstruation than any booklet of its kind. Lively, packed with pictures. Helpful for mothers, daughters, teachers. Simply mail name and address today to Martha Steele, 335D, Milltown, New Jersey.

# For Distinguished Service

TO YOUR COUNTRY—BUY U.S. WAR BONDS



If reconnaissance at your favorite Scotch Headquarters shows there is no Dewar's on hand, be patient. Reinforcements are on their way. And Dewar's quality will score another unconditional victory for your good taste—and for your good judgment in waiting!



## Dewar's "White Label" and "Victoria Vat"

THE MEDAL SCOTCH OF THE WORLD

Both 86.8 Proof BLENDING SCOTCH WHISKY. © 1943, Schenley Import Corp., N. Y.



In his studio at home, Negulesco works directly from a professional model. He has successfully exhibited his painting in Paris, Washington D.C., New York and Seattle.



This hurried life study is typical example of Negulesco's work. He studied art in his native Rumania and at Academie Julian in Paris, has had shows in west coast cities,

# Firestone

## DeLuxe CHAMPION TIRES

### STAY SAFER LONGER



#### HERE ARE THE REASONS WHY

TODAY's Firestone DeLuxe Champion Tire is built with the same patented and exclusive construction features that made prewar Firestone Tires famous for mileage and safety.

Safti-Lock Cords, Gum-Dipping and Safti-Sured Construction make the tire body so strong that it can be recapped again and again. The famous Gear-Grip Tread, with its 3,456 sharp-edged angles and Duplex Construction, not only provides extra protection against skidding, but also delivers extra service. Vitamic Rubber, containing Vitalin, the rubber vitamin, keeps the tire alive and tough. And in every Firestone Tire is that priceless ingredient called "know-how," resulting from more than 40 years of building tires and more than 20 years of experience with synthetic rubber.

So when you get a certificate to buy new tires, get the tires that give you most miles per dollar. Buy extra value Firestone DeLuxe Champions, the tires that stay safer longer!

*Listen to the Voice of Firestone with Richard Crooks and the Firestone Symphony Orchestra, under the direction of Howard Barlow, Monday evenings, over N. B. C.*



★ Back the Attack — Buy War Bonds ★

#### PIONEERS AND PACESETTERS IN SYNTHETIC RUBBER

1933



FIRST Synthetic Rubber  
Airplane Tires

Firestone began experimenting with synthetic rubber more than 20 years ago and in 1933, built the first synthetic rubber airplane tires.

1934



FIRST Synthetic Rubber  
Passenger Car Tires

Firestone developed new methods of processing synthetic rubber into finished products and in 1934, first made synthetic passenger tires.

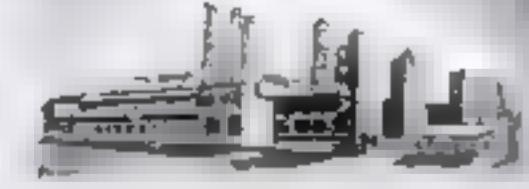
1940



FIRST Factory Production  
of Synthetic Rubber Tires

In 1940, Firestone built synthetic rubber passenger car tires in its factory at the New York World's Fair. Many of these tires are still in service.

1942



FIRST Synthetic Rubber from  
Government-Owned Plant

In 1942, Firestone became the first company to produce, in a Government-owned plant, the type of synthetic rubber used for passenger car tires.

1943



FIRST Synthetic Rubber  
from Grain Alcohol

In 1943, Firestone became the first company to produce, in a Government-owned plant, tire synthetic rubber using butadiene made from alcohol.

FOR QUALITY SERVICE SEE YOUR NEARBY FIRESTONE DEALER STORE OR FIRESTONE STORE



**White phosphorus grenade**, thrown by soldier at right, bursts into thick white smoke and spatters burning particles. Soldier at left is poised to hurl second grenade into immediate area be-

fore advancing. Burning bits of white phosphorus have driven enemy troops screaming from their foxholes. Smoke provides screening cover for short penetration into enemy-held territory.

## CHEMICAL WARFARE

### ITS TERRIBLE FIRE, FLAME AND SMOKE HAVE CONFUSED, SEARED AND SUCCOCATED ENEMY ARMIES

In the European and Pacific theaters of war, the enemy has taken some of his most bitter punishment from a group of weapons developed by the Chemical Warfare Service of the U. S. Army. To the U. S. and allied air forces, the Chemical Warfare Service supplies the incendiary bombs which constitute more than 40% of the heavy-bomber cargoes that have been unloaded on Fortress Europe. Through general conflagrations in Berlin, Hamburg and other cities, incendiaries have vastly extended the acreage of devastation beyond the areas destroyed by direct hits. On the battlefield, notably at Munda and Tarawa, flame throwers have reduced pillboxes and strong points that resisted high-explosive fire. Smokescreens blanketing the beaches of France and blinding enemy gunners gave important support to the allied invasion of Europe. Most unpleasant surprise in the chemical warfare arsenal, however, is white phosphorus, shown in the picture above. This chemical, delivered by grenade, shell or bomb, was originally conceived of as a smokescreening agent. In Italy especially it has proved to be a terrifying and effective weapon for inflicting casualties. The shower of molten, burning particles that sprays up from a phosphorus-shell burst sears its victims with agonizing burns. The Germans, who have no important source of elemental phosphorus to compare with natural deposits in the U. S., have protested its use as "inhumane."

These violent chemical warfare agents take

effect through direct chemical action. They are thus distinguished sharply from TNT, smokeless powder and gasoline which, by indirect chemical action, propel bomb and shell fragments, bullets, planes and tanks. Not yet employed in this war is the prime weapon which established the whole concept of modern chemical warfare—poison gas. The Chemical Warfare Service, nonetheless, is functioning on a major scale in this war. In perfecting the uses of flame, fire and smoke for killing the enemy, screening offensive movements of our troops and disrupting enemy operations, the service has given new striking power to the U. S. armed forces.

The development of chemical weapons has enlisted some of the top U. S. scientific brains in the war effort. They have concocted such incendiaries as the magnesium-oil and jellied-oil bombs recently revealed by the War Department.

A basic invention of the Chemical Warfare Service in its laboratories at Edgewood Arsenal, Md., is the 4.2-in. chemical mortar (*left*). The first and only rifled mortar, it fires a big shell with field-gun accuracy at a high rate of fire. With the new mortar, men of the Chemical Service work right up with the troops in the dangerous front positions. Their presence there makes certain that, if the enemy were to use poison gas, the U. S. could retaliate immediately. Against the direct effects of gas and the panic which it inspires, our troops are protected by equipment and thorough discipline.



4.2-in. rifled mortar (*left*) shows barrel with spiraled grooves. Rifling imparts stabilizing spin to shells (*right*). Shell's base plate expands to engage grooves.

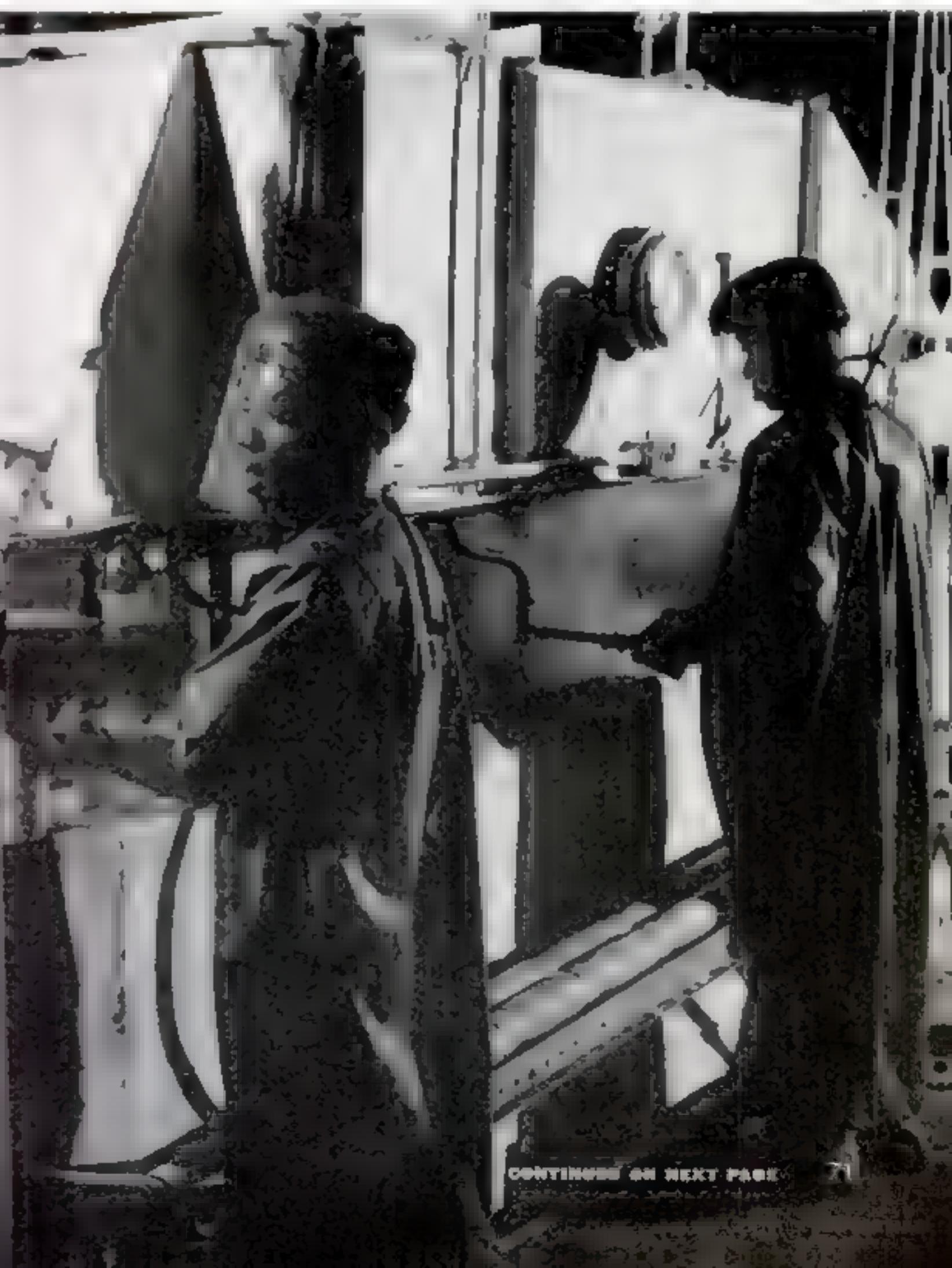
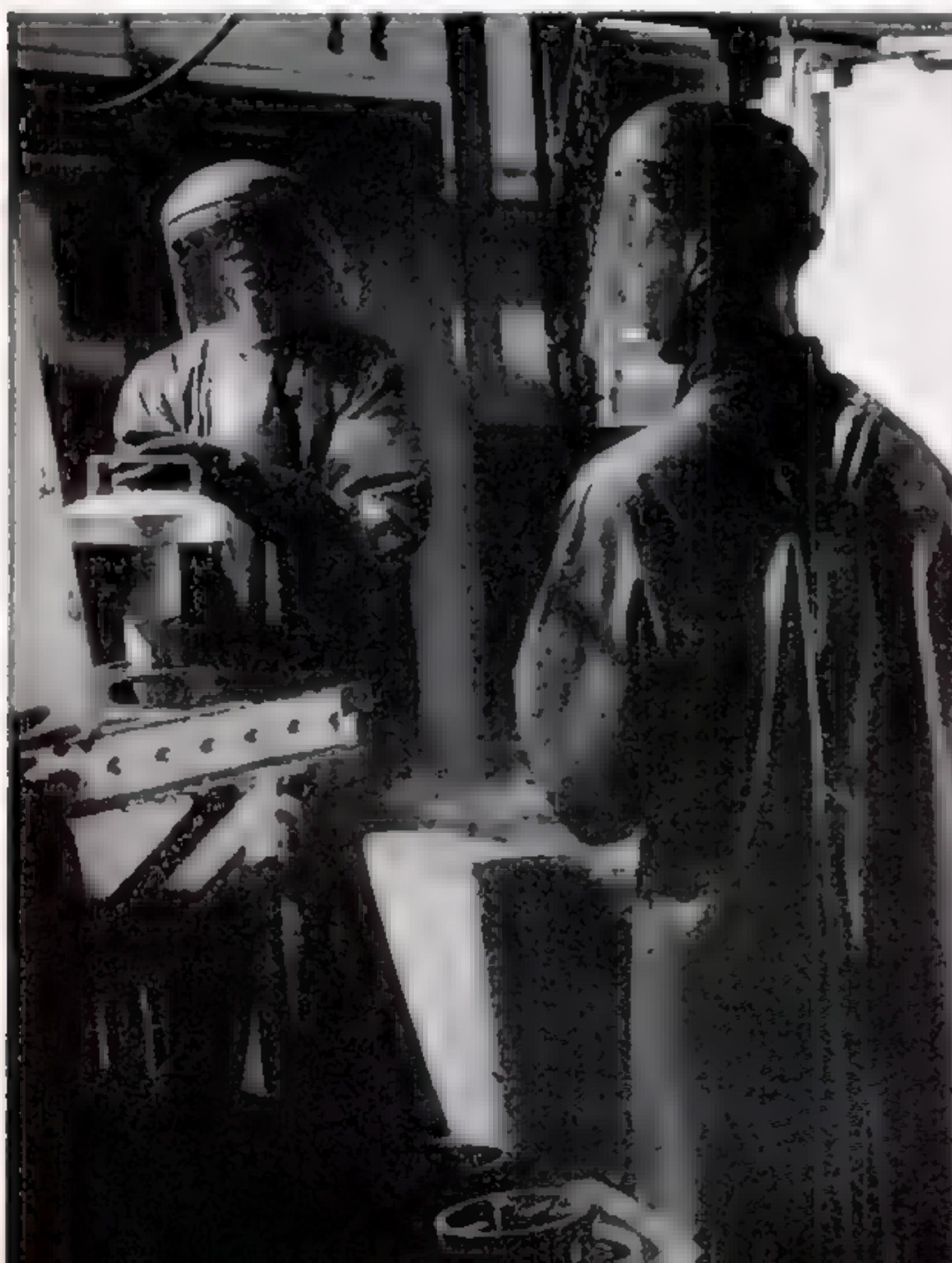


Barrage of white phosphorus shells is laid down by 4.2-in. mortar. Mortar fired by trained crew can hurl 30 shells a minute for short periods of time. Each burst covers an area 40 yards in diameter.



Dense curtain of smoke formed by white phosphorus provides screen for advancing infantrymen. Casualty effect of burning particles makes this a deadly effective weapon.

RUGGER-CLAD EDGEWOOD PLANT WORKERS FILL SHELLS WITH WHITE PHOSPHORUS. CHEMICAL WHICH BURNS ON EXPOSURE TO AIR, IS HANDLED IN MELTED STATE UNDER WATER





# FLAME

The flame thrower is one of the most spectacular weapons of chemical warfare. It's usually employed under cover of smoke in the final attack on fortified positions which have survived bombardment by explosives. The awesome stream of fire it produces can burn through the smallest piece of armor, scorching its occupant.

It's a portable device creating a converging inferno at a rate of about 5 yards. In color, on the opposite page are pictures demonstrating flamethrower attacks on



**Flame thrower fires** short squirts at target made of tiles. In combat, pillbox at this stage has generally been blinded by smokescreen or machine-gun fire concentrated at embrasure.



**Flame crashes through target**, showing how pressure forces it into small openings. Jet is propelled by compressed nitrogen which maintains pressure in flame-thrower fuel tanks.



**Jet pattern varies** with mixture of diesel oil and gasoline carried by operator. Long, thin flame shown above is produced by fuel with a comparatively high proportion of gasoline.



**Fuel burns fiercely** after reaching target. Used against pillboxes, flame not only burns occupants but also suffocates them. Hot flame quickly consumes all oxygen in confined space.



**Second burst** with heavier fuel pours through target with a much more devastating effect. Feet of the man operating flame thrower can be seen under trail of black smoke at the left.



**Short, smoky flame** is produced by fuel which is nearly all diesel oil. This mixture is the best for an assault against pillboxes and forts because it burns long and hot after it has landed.

CONTINUED ON NEXT PAGE

## Chemical Warfare (continued)



**Mobile smoke generator** is used to blanket large areas such as airfield. Heavy white smoke is not really smoke, but a vapor. Generators of this type operate in truck-drawn batteries.



**White phosphorus grenade** is used for smoke and antipersonnel effect. White phosphorus causes painful burns when particles touch skin. It also comes in shells and aerial bombs.



**Many-colored smoke grenades** are used primarily for signaling purposes. They explode with a harmless pip, are handy for ground commanders who want to communicate with support-

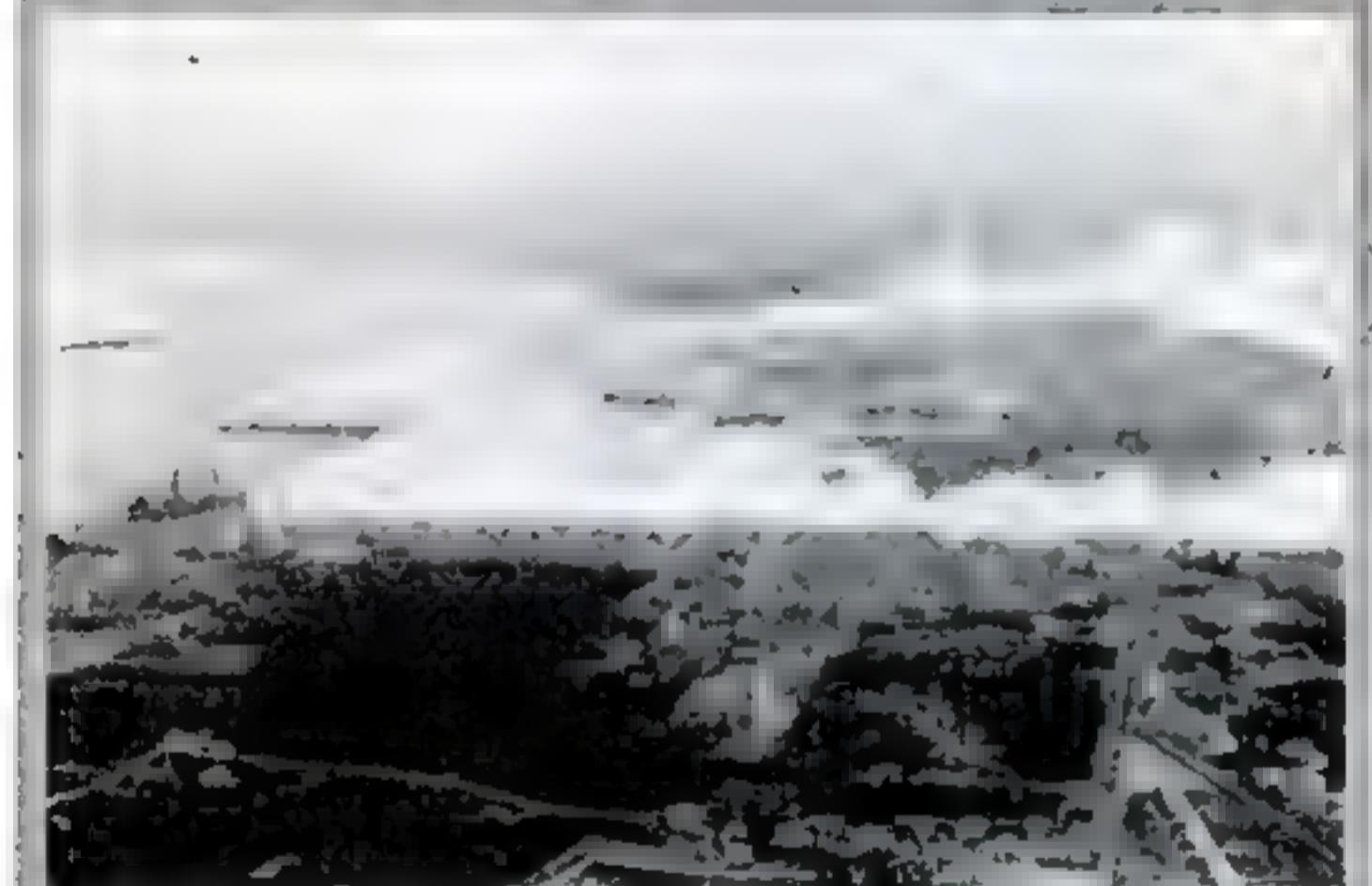
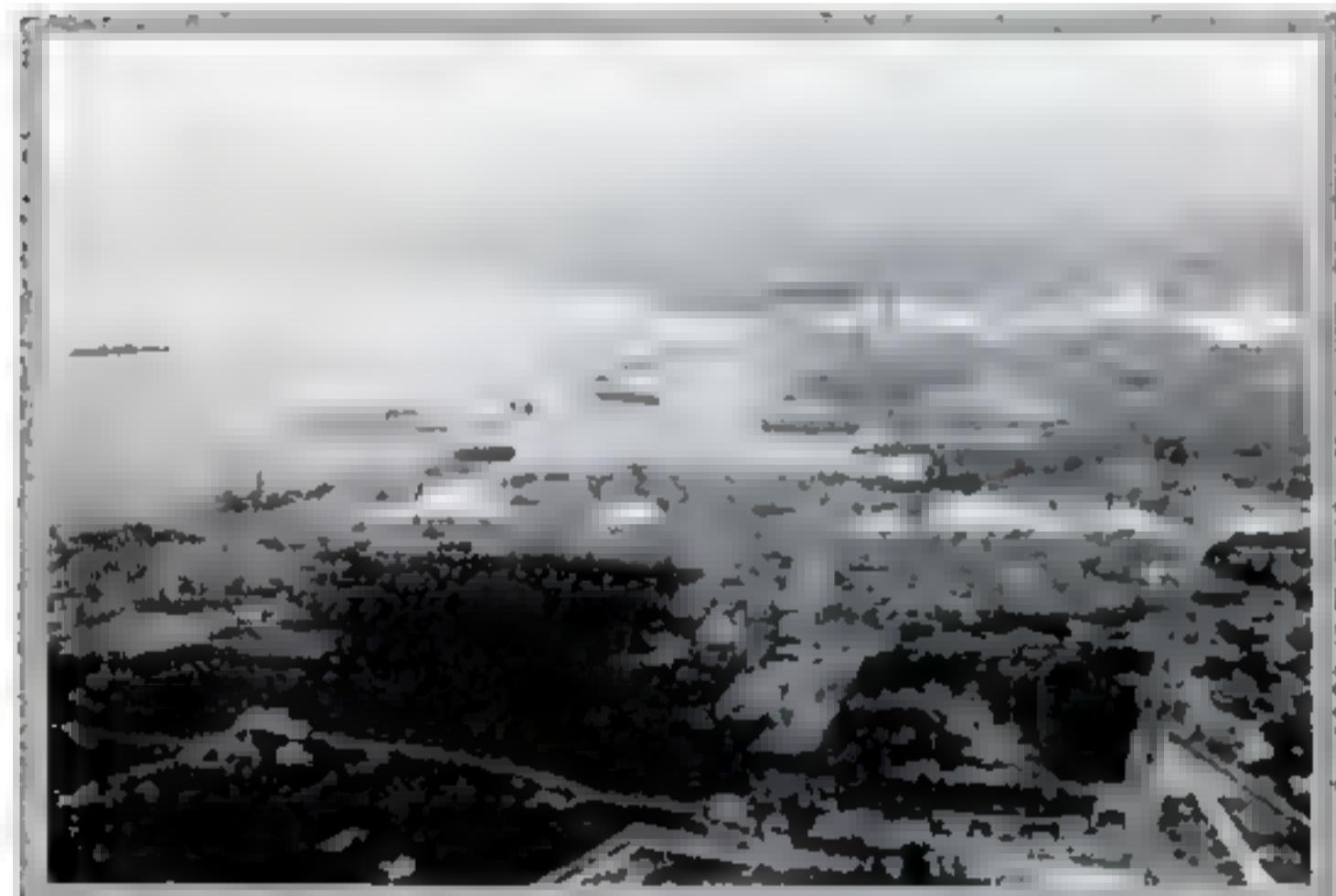
ing planes by prearranged smoke code. This disorderly profusion would mean nothing to an aviator, merely demonstrates choice of colors which Chemical Warfare Service provides.

# SMOKE

The primary function of smoke is to blind the enemy. This function had a huge workout in the invasion of France when the smokescreens laid by planes and assault boats along the French coast helped neutralize the first line of Nazi defense against allied invasion.

A smokescreen is best laid directly on enemy positions. When so laid it reduces the effectiveness of his firepower to 3%. Effectiveness of fire into the blanketed enemy line is cut only to 18%. In landings (*sequence at right*) and in maneuver in the field, smoke helps to secure tactical surprise. In assault on strong points that have been blinded by smoke it is possible for soldiers to place demolition charges directly on fortifications and deliver flame, bullets and grenades through ports and gun slits. Defensively, large-area smokescreens are used to obscure targets from aerial bombardment (*sequence below*). Colored smokes (*opposite page*) used for ground-troop signaling.

The term "smoke" is technically correct only for the cloud produced by the burning of phosphorus. Other agents are evolved by heat, pressure and chemical reactions from solid or liquid state into fine particles. All are designed to generate white clouds that blind and dazzle the enemy with scattered and reflected light.



**Defensive screen** is generated over the central harbor area of Palermo, Sicily, in anticipation of German aerial attack. Such a screen hides crucial targets from precision bombing.



**Offensive screen** to hide invasion barges is generated by smoke pots. Generators (*top left, opposite page*) mounted on ships and wing tanks on planes were used in European landings.



IN THE INSTANT OF EXPLOSION A 100-LB. PHOSPHORUS BOMB HURLS BLOBS OF MOLTEN FIRE IN MUCH THE SAME PATTERN AS A HIGH-EXPLOSIVE BOMB THROWS STEEL FRAGMENTS

## FIRE

Here are two incendiary bombs developed in U. S. laboratories during this war. They have helped to treat the Germans to a multiplied dose of the fire which the Luftwaffe rained on London in 1940. U. S. innovations are use of phosphorus and jelled oil and a combination of both with magnesium. The in-

gredients intensify each other's flames into almost extinguishable violence. The 500-lb. magnesium-oil bomb on the opposite page is set off by an ignition train that flashes from a high-explosive core through a secondary core of white phosphorus into a mixture of jelled petroleum and magnesium vapor.

AROUND EXPLOSION CENTER OF BOMB AT TOP GLOWS A POOL OF MOLTEN PHOSPHORUS. WHITE SMOKE TRAIL OF RAINING BITS OF FIRE APPEAR DARK AGAINST BRILLIANT LIGHT





INCENDIARY BOMB ERUPTS FLAMING PHOSPHORUS, OIL AND MAGNESIUM

CONTINUED ON NEXT PAGE

77

Copyright material



# GAS

Preparation against the possibility that the enemy might launch poison-gas warfare has been a major concern of Chemical Warfare Service throughout this war. Every man who went ashore in the allied invasion of France had been issued full protective equipment and had been strictly disciplined

in its use, by training shown above. An A-26 bomber in simulated gas attack is laying a load of PS smoke, a screening agent, which is mildly irritant to throat and eyes. Though it may never be used, the Chemical Warfare Service has amassed a vast stockpile of chemicals for retaliatory action.



## "I never did this in daylight before!"



**Back home**, he came in the house with his shoes in his hand only when he'd stayed out late—to keep from disturbing Mother and Dad.

But this is an *Egyptian* home. And he remembers that the War Department's Pocket Guide to Egypt says:

*"Take off your shoes before entering a room  
—leave your socks on."*

That's something he's never done before—in *daylight*. But it's the *custom of the country*.

**There's a custom** of our country, too, that's something many boys had never done *at night* before they entered service. It's the American custom of *traveling in comfort*—which troops in training do at the rate of almost a million a month.

*Going Pullman* is a thrilling new experience for lots of those boys now. And that's what it will be for you when the war is over.

Then, there'll be new kinds of Pullman cars. One kind will be all rooms—a duplex-roomette car.

**Riding there**, you'll have every convenience that you'd have at home—with light and heat and air conditioning all individually controlled.

**Sleeping there**, as you speed safely and dependably toward your destination, you'll get a grand night's rest in a wonderfully comfortable bed. And you'll waken to your own dressing quarters—your private washing and toilet facilities.

That's one of the new type cars there'll be.

*And Pullman plans that duplex-roomette space will cost little—if any—more than lower berths cost now.*

Another new type car—the *coach-sleeper*—will offer Pullman comfort and convenience for less than the present rate for a berth in either standard or tourist sleeping cars.

So, when you can travel for pleasure again, Pullman will see to it that you travel in even greater comfort than you ever have before.

\* NOW'S THE TIME TO BUY ANOTHER WAR BOND! \*

## PULLMAN

For more than 80 years, the greatest name in passenger transportation—now carrying out mass troop movements with half its fleet of sleeping cars and carrying more passengers in the other half than the whole fleet carried in peacetime!





Removing the Liberty Bell for safekeeping at the approach of Howe's army, Philadelphia, September, 1776\*



## PHILADELPHIA Honoured for Tradition

"Proclaim Liberty throughout the land,  
and to all the people thereof!"... prophetic inscription  
cast on the Liberty Bell by Peas and Stow in 1752,  
long prior to the Revolution.

America owes much to the good citizens of Colonial Philadelphia for the noble traditions they preserved for generations to come. Theirs was a forthright character, sturdy, yet mellowed with a joyous gusto for good living. This "heritage of hospitality" is today graciously sustained by Philadelphia Blend. A whisky of such rare excellence, you might justly reserve it for special occasions. Yet you can afford to enjoy Philadelphia, regularly and often.

86.8 proof • 65% Grain Neutral Spirits

\* FROM A SERIES OF HISTORIC PRINTS DESIGNED TO CELEBRATE THE 50TH ANNIVERSARY OF PHILADELPHIA BLEND



DAREY MOORE, JOAN WEBSTER, FRANCES CHARLES, MARGARET HAYES, LUCIA CARROLL, ELIZABETH WORTHINGTON (LEFT TO RIGHT) ARE STUDENTS AT SCHOOL FOR BRIDES

## "SCHOOL FOR BRIDES"

**Chicago has new hit play to fill its taste for broad, corny humor**

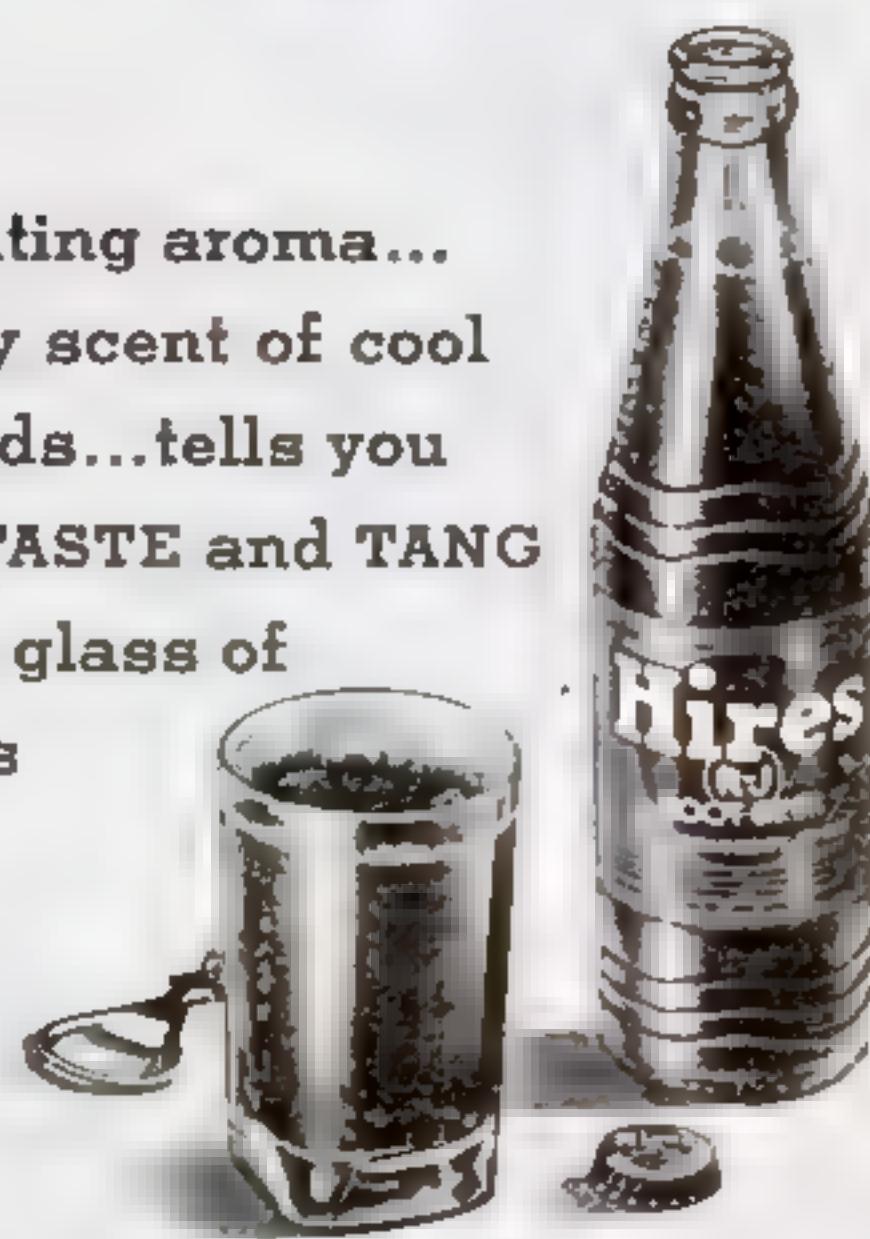
Bawdiness is an old if not admirable tradition in the theater. It has always been able to find audiences — from the Greeks who relished the classically broad humor of Aristophanes to modern Americans who enjoyed bedroom farces like *Up In Mabel's Room*. Among contemporary American audiences none takes more pleasure in such drama than those in Chicago. Only recently an unclad and undistinguished play called *Good Night Ladies!* (LIFE, Sept. 6, 1943) wound up a two-year run there. Now Chicagoans have something

to take its place, a new play called *School for Brides*.

Full of corny gags and partly dressed girls, *School for Brides* describes the adventures of a six-times-divorced millionaire in search of an ideal wife. Word-of-mouth recommendation has made the play a hit. When one drama critic learned the city had no theater for Katharine Cornell's touring *Lovers and Friends* he protested: "Is *School for Brides* worth having crowded *Lovers and Friends* out of...the Chicago season?" Then he added, "For some tastes, absolutely."



The inviting aroma...  
the spicy scent of cool  
woodlands...tells you  
there's TASTE and TANG  
in every glass of  
delicious  
**HIRES**



On your radio "R.J. HEIDT TIME for HIRES"—Music—Thrills—Laughter featuring HORACE HEIDT  
EVERY MONDAY NIGHT—BLUE NETWORK

## WALLFLOWER! (because your hair is gray?)

\*Clairol banishes every trace of gray or graying  
hair . . . swiftly, surely, beautifully

Strange how seldom an older-looking woman will ever hear the *real* reason for being left on the sidelines. Strange how slow her friends are to admit that gray hair alone might make her seem drab and uninteresting. Strange how often their advice is, "Don't change your hair color."

But once you take the step . . . naturally . . . with Clairol, they'll be the first to swear you look years younger! For Clairol leaves the hair lustrous and lovely, gloriously colorful, wonderfully natural-looking. It's the modern method, the right method, of color-beautifying the hair.

**CLAIROL IS DELIGHTFUL**—Your hair luxuriates in a froth of iridescent bubbles. And quickly—almost before you know it—it's clean, silky-soft and permanently colored. Every trace of gray hair has vanished!

**CLAIROL IS DEPENDABLE**—You don't have to be afraid when you use genuine Clairol, because Clairol is made from the purest, most expensive ingredients obtainable. Each of Clairol's 23 natural-looking shades is laboratory controlled, produced under the supervision of skilled specialists.

**CLAIROL KEEPS YOUR SECRET**—It completely avoids that brassy look of old-fashioned dyes. Clairol shades are uniform . . . assuring a perfect match. NO OTHER PRODUCT gives such natural-looking results.

**NEVER SUBSTITUTE** that can't give you Clairol's beautiful results. Better Beauty Shops feature genuine Clairol. A Clairol treatment costs you no more!

**FREE** . . . "11 Secrets for Beautiful Hair." This booklet tells you how to give your hair radiant beauty . . . scientifically. Just write.

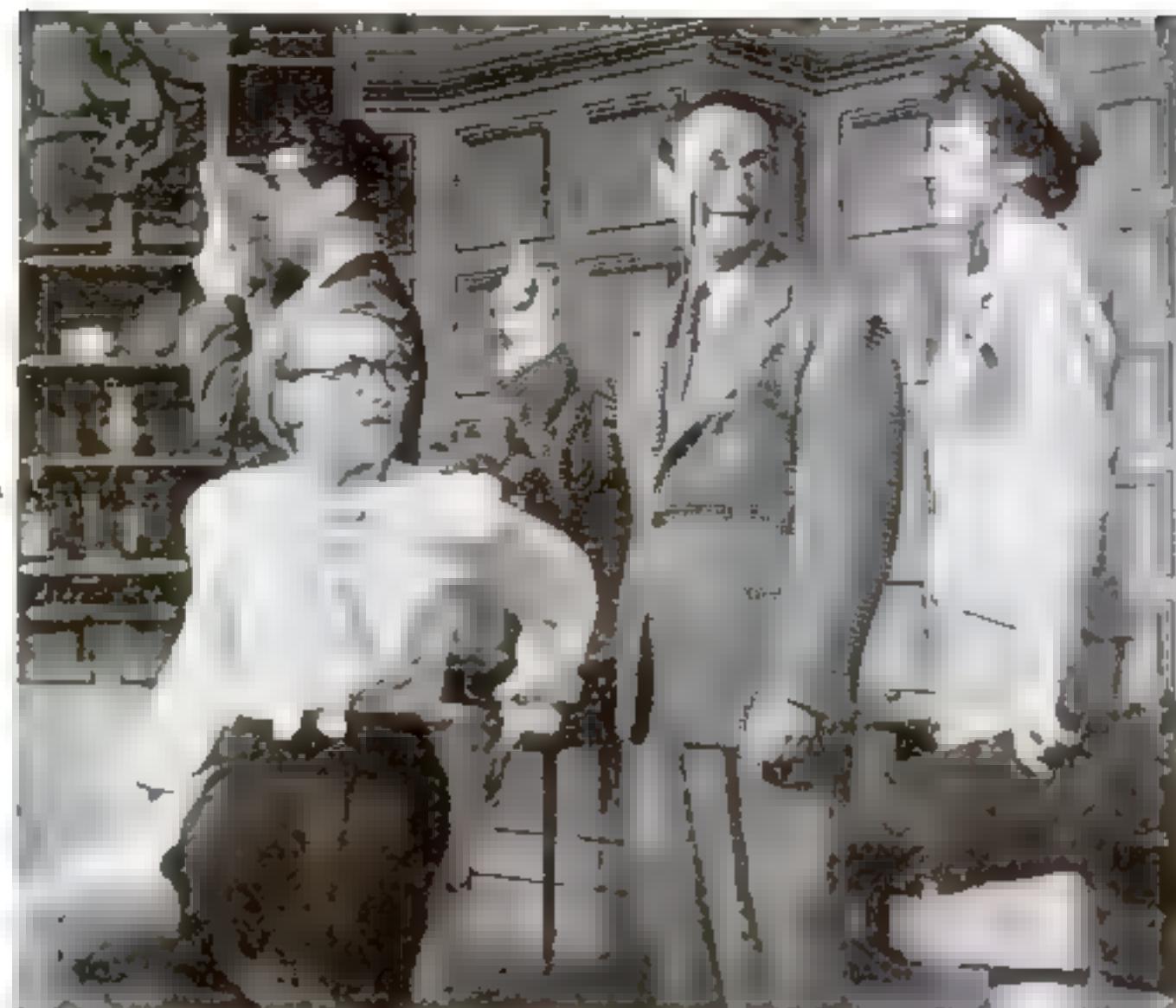
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STAMFORD, CONN.

\*Caution: Use only as directed on the label.



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## "School for Brides" (continued)



In search of an ideal wife, rich Frederick Hasty (Roscoe Karns, center) finances a school for brides promoted by con man Jeff Connors (Warren Ashe, left). With them are Mrs. Connors (Ann Turner, right) and "Dean Baxter" (Bernadene Hayes).



To keep tabs on her husband, who has been carrying on with the dean, Mrs. Connors enrolls at the school as "Miss Brady." Miss Brady tries to make her husband jealous by putting her arm around Hasty, who pretends to be a professor at school.



**Jealousy toward** Miss Brady arises among the students. They feel she gets too much attention from Hasty. At left is Margaret Hayes; at right Joan Webster. Students are models who worked for Connors and want to become rich by marrying Hasty.

CONTINUED ON PAGE 14



*Rayon Fabric*  
★ BY **VERNEY**

Another exciting Ensenada feature—RAYON FABRICS BY VERNEY! Loomed with traditional New England skill and tailored by Reliance. Rayon fabrics by Verney are smooth, cool and crease-holding. Verney Rayons are backed by research that's producing the finest—developing still better fabrics for the future.

## ENSENADA APPAREL In Rayon Fabrics by Verney— Cool, Comfortable, Correct!

Ensenada garments—smarter than all outdoors—for the entire family. Shirts and slacks for men and boys in latest styling. In-or-out model shirts with two-way collars—slacks with pleated waists. Four-piece playclothes for women consisting of shirt, skirt, slacks and shorts. Ensenadas are designed for action—cut for comfort. Sold at better stores everywhere.



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MAKERS OF Ensenada Shirts and Slacks • Kay Whitney Frocks • No-Tare Shorts • Universal Pajamas

# FALSE TEETH WEARERS



## How YOU can Avoid The Danger of DENTURE BREATH

**TAKE CARE, Grandpa!** Sally seems to be a trifle annoyed at you. Could it be your... Denture Breath? It's possible you may not know when your breath offends—but others do. Avoid this danger—don't

brush and scrub your dental plates with ordinary cleansers that may scratch your plate material. For such scratches help food particles and film to collect faster, cling tighter, causing offensive Denture Breath.

### PLAY SAFE—SOAK YOUR PLATE IN POLIDENT

#### Do This Every Day!

Soak your plate in Polident fifteen minutes or longer, rinse... and it's ready to use. A daily Polident bath gets into tiny crevices brushing never seems to reach—keeps your plate sparkling clean and odor-free.

No brushing



**What's more...** your plate material is 60 times softer than natural teeth, and brushing with ordinary tooth pastes, tooth powders or soaps, often wears down the delicate fitting ridges designed to hold your plate

in place. With worn-down ridges, of course, your plate loosens. But, since there is no need for brushing when using Polident—there's no danger. And besides, the safe Polident way is so easy and sure.

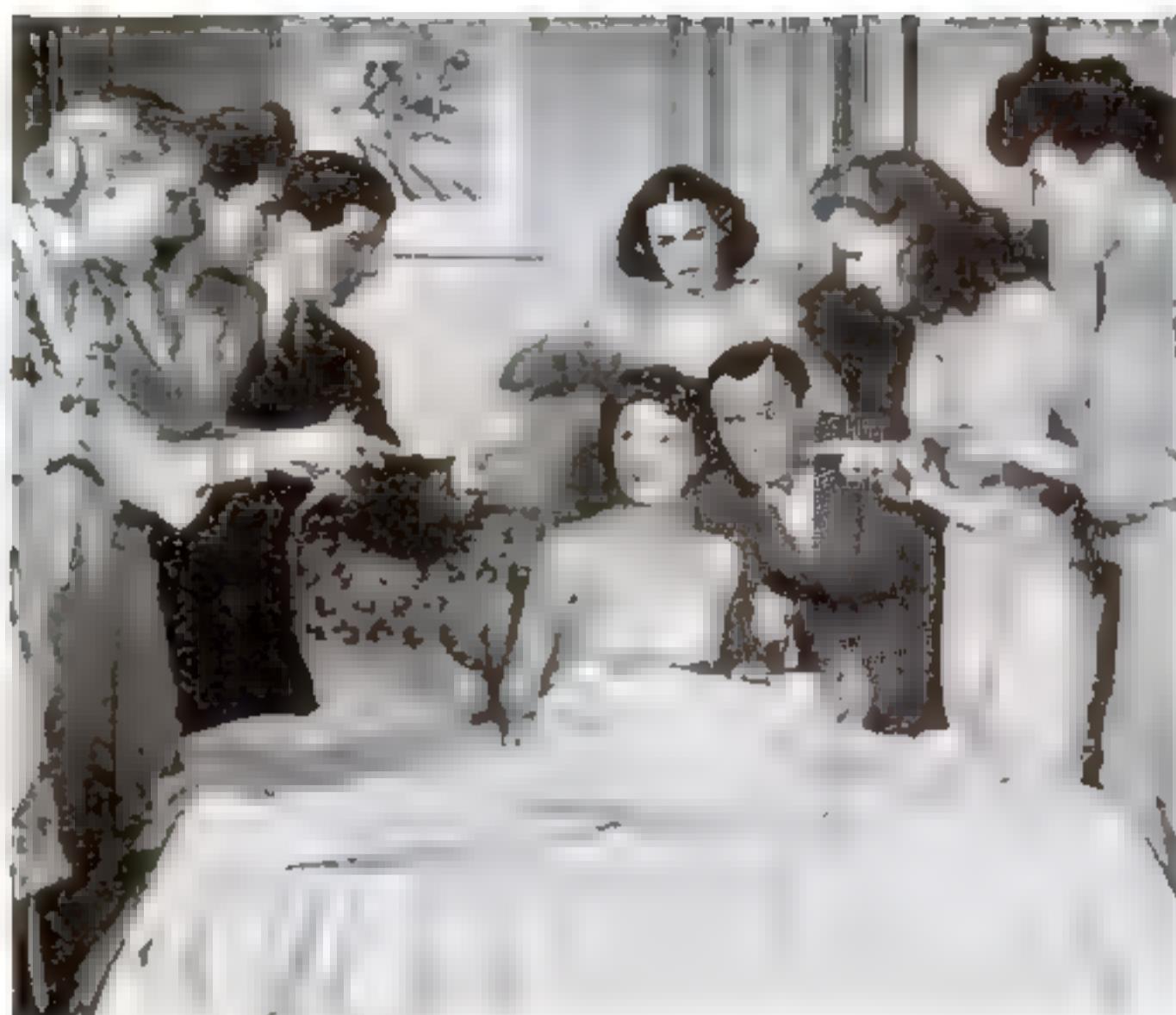


**Later—** Now Grandpa doesn't worry about Denture Breath... he's really tops with Sally. Grandpa's one of the delighted millions who have found Polident the new, easy way to keep dental plates and bridges sparkling clean, odor-free. If you wear a removable bridge, a partial or complete dental plate, play safe. Use Polident every day to help maintain the original natural appearance of your dental plate—costs less than 1¢ a day. All drug counters, 30¢ and 60¢.

**Use POLIDENT Daily TO KEEP PLATES AND BRIDGES CLEAN... AND ODOR-FREE!**



## "School for Brides" (continued)



A plan to compromise Hasty, set by Connors, goes awry. Connors arranges to have Hasty caught in bed with a girl named Julie. But when Connors brings the students to confront them, he discovers that the girl in bed is not Julie but Mrs. Connors.



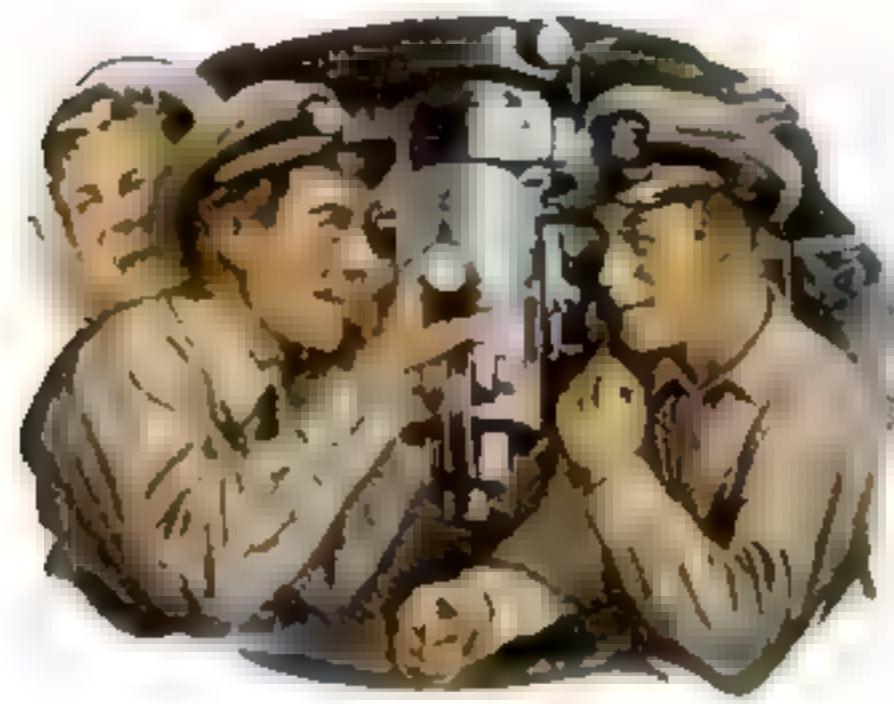
A discussion of politics occupies Hasty when one student tries to impress him with her intellectual abilities. One of show's biggest laughs comes when helpless Hasty looks at audience and feebly inquires, "I wonder what ever happened to Landon?"



The winner of Hasty finally turns out to be Dean Baxter (left) who interrupts her rivals to serve Hasty onion sandwiches. Because he has a passion for onion sandwiches, he chooses the dean to be his bride and goes off with her to Niagara Falls.



Pine 12" x 13" full-color enlargement of this painting sent on request while supply lasts. Write for Lithograph K to Electric Boat Co., P.O. Box 148, Wall St. Station, New York, N.Y., enclosing 10c for postage and handling.



### Catching a Close-up of the Kill!

Many men in the submarine service say they signed up to get a quicker, closer crack at the Japs. They can cancel out more Nips by sinking ships than any other way.

But the service offers many additional advantages to volunteers. Submariners get 50% more pay. They eat the finest food the Navy can provide. They enjoy informal discipline — strict, but friendly. They learn at first hand diesel and electrical engineering, and other skills with a post-war future.

The Navy's submarine fleet is steadily expanding. More good men are needed.

**KEEP BUYING WAR BONDS**

# Mission Accomplished!

Blazing fiercely, with her planes feeding the flames, a torpedoed Jap carrier poised for the final plunge. Nearby the periscope of a U. S. submarine cuts through the water, while at its eyepiece the skipper catches a quick close-up of his handiwork.

In the fleeting seconds before his sub dives to safety, the skipper gives eager shipmates a blow-by-blow description of the havoc their torpedoes have wrought. Exultantly they share the triumph of another vital mission accomplished.

It's moments like this that make serving on a U. S. sub the most exciting, the most satisfying of naval adventures.

You need exceptional courage, coolness and competence to qualify for the submarine service.



But once you do, you're on a picked team of the Navy's grandest guys!

Man for man, the submariners have done more damage to the Japs than any other branch of the Navy. With only a small fraction of the Navy's fighting personnel, the submarine service has accounted for a staggering total of 532 Jap ships sunk, 36 probably sunk, and 114 damaged. (Official figures at the time this is written.)

Our job here at Electric Boat is to provide these crack combat teams with more and more of the most efficient subs the world has ever known. Thanks to the cooperation of the U. S. Navy's engineers and the inspiration of its submarine crews our mission, too, is being accomplished on schedule.

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ELECTRO DYNAMIC WORKS  
Bayonne, N.J.

*Submarines*  
NEW LONDON SHIP AND ENGINE WORKS  
Groton, Conn.

*Motor Torpedo Boats*  
ELCO NAVAL DIVISION  
Bayonne, N.J.



FEATHER YOUR NEST . HOLD THE WAR BONDS YOU BUY! Three Feathers Distributor, Inc., New York, N. Y. Blended Whiskey, 86 proof, 60% cane products neutral spirits.



MARK CLARK RIDES PAST ST. PETER'S IN ROME WITH GENERALS GRUENTHER AND KEYES IN THREE-STAR JEEP

# THE TAKING OF ROME

## ALLIED TROOPS SEE THE SIGHTS OF THE ANCIENT CITY

The fall of Rome on June 4 was almost immediately overshadowed by the events on the western shore of Festung Europa. But the offensive that, beginning May 11, had swept 130 miles up Italy and pulverized the German Tenth and Fourteenth Armies was an achievement and omen too portentous to be overlooked. Slugging toe to toe with the Germans, the Americans with Britons, Canadians, Frenchmen, Italians, Czechs and Poles had thrown the Germans into a rout that an allied spokesman called a "catastrophe."

The strange sight of the Americans capturing the city that was once the

center of the world, the *Caput Mundi*, is seen on the following pages in the pictures by LIFE Photographers John Phillips, Carl Mydans and George Silk. On June 8 Lieut. General Mark Clark had a 10-minute audience with the Pope who had declared from the balcony of St. Peter's, "Rome has been spared. This day will go down in the annals of Rome." The city was safe, virtually untouched by battle. But the cities south of it had seen hard fighting and the disintegration of the German Army (pages 92-95). Last week the American offensive roared north of Rome, apparently hell-bent for Florence.

## TAKING OF ROME (continued)



**THE COLOSSEUM OF ROME** looms over the new conquerors June 5, who ride in a Signal Corps truck that tows a spool of telephone wire right by the famous arches of the historic city. In the days of circuses, Colosseum's bottom arches were numbered to

correspond with Romans' ticket numbers. Naval battles were held inside by flooding arena. Gladiatorial combats and fights with wild beasts were finally suppressed in the year 523 and the 1,000th anniversary of Rome was splendidly celebrated here in 247.



**THE SUBTLE ROMANS**, not quite like anybody else in the world, cheer everyone on the latest great lay. They louse the Italian Forum in front of the gigantic monument to Victor Emmanuel II, grandfather of the present king. Fountains on the sides of the

monument represent the true seas of Italy—the Tyrrhenian and the Adriatic. The king is in gilded bronze on horseback and his monument stands for modern Italy—created in 1861. Notice that some clenched fists go up but also a good many open, waving hands.

## TAKING OF ROME

(Continued)



**ROME'S GREATER GATE** (above), through which Via Cassina enters Rome, is formed by ancient arches of aqueducts dating from 52 A.D. The oddit at right is the 2,000-year-old Torch of the Baker, whose round handles represent lions' heads.

**AT ST. PAUL-OUTSIDE-THE-WALLS** Some 40 tanks line up. This is Rome's biggest hardware store. St. Peter's and one of its most ornate buildings. It is near the spot where St. Paul and St. Peter are said to have greeted one another on their way to execution.





**ACROSS THE PIAZZA DEL POPOLO**, heading for the Corso, U. S. jeeps pass one of the lions around the ask Augustus brought home from Egypt. The twin baroque 17th Century churches are Santa Maria in Monte Santo and Santa Maria de' Miracoli.

**ACROSS PALATINE BRIDGE** over Tiber, the Army pours. This is new, but surviving bridges of ancient Rome are Fabricio, Molle, Nomentano, Salario and San' Angelo. Next bridge downstream is Sul lacio which Horatius is supposed to have defended.





JEEP CREW HIDES BEHIND JEEP AND IN DITCH (RIGHT) AS GERMAN SHELL HIT EXPLODES AMMUNITION TRUCK

## THIRD DIVISION TAKES CISTERNA

The men seen here taking Cisterna and marching on toward Rome are blooded veterans of the U.S. 3rd Infantry and the 1st Armored Divisions, two of the best Army outfits now fighting for the U.S. In World War I they were still green when they girded themselves to fight off two German divisions. If this war the

U.S. was green when it left North Africa, it's going to be blunder. It learned its hard lessons in Sicily and southern Italy and took its postgraduate course in the Anzio beachhead. Any army would be envious of the operators at work here. Street fighting is possibly the most dangerous and ticklish part of war.

THREE MEN TAKE COVER UNDER GERMAN MACHINE-GUN FIRE. LATER, TANK CAME UP AND 30 GERMANS SURRENDERED





LONE CYCLIST LEAVES VALLEY WHERE INFANTRY WAITS, THIS SIDE OF BARBAGE POUNDING STUBBORN LANUVIO

In these photographs, which were mostly taken with telephoto lens, men of the 3rd are being shot at and are shooting back. In between the bursts of fire, a lieutenant was yelling, "Okay, you. Don't bunch up there. D'ya wanna get shot? There's a bastard in that tower. Right, fellas, into the door-

ways. Hey, get your butt down there. This ain't a maneuver. Get your butt down, dammit! For God's sake keep away from that cellar, corporal, they're still shooting from there." He then advanced cautiously, tossed a grenade neatly into the entrance of the cellar. "Okay. That's that. Get around that

wall and let 'em have some grenades in the tower."

The 3rd knows itself, its officers and the enemy. As one eager GI chased his prisoner down a sniper-infested street, his fellows followed him with cat-calls. The 3rd is experienced enough in war to take it easy in the short moments between sudden death.

GARAND RIFLEMAN, TWO TOMMY GUNNERS POT BACK AT GERMAN SNIPERS IN NARROW STREETS OF CISTERNA



TAKING OF ROME (continued)

## GERMANS AT CISTERNA FIGHT HARD, GIVE UP FAST



**PRISONERS** are searched, stripped and their possessions are piled nearby. This is a few hundred yards to the rear and everyone is somewhat calmer than at the fast-moving moment shown on the opposite page. Youth at right makes bold to take a look 'round.



**IN TEARING HURRY** Germans surrender. These had been shooting at Americans behind low wall, shown on page 90. Apparently they expected to be shot by their comrades, for German snipers are still in the vicinity. Notice that one carries white cloth.



**HANDS RAISED** or holding head, the Germans are ordered by Americans to face the bank and act innocent. One in center holds a surrender pass dropped or shot into the German lines. They fought hard until about 4 p. m. May 26, when resistance collapsed.



**AFTER TANK FIRE** requested of this Sherman by tommy gunners in background, these Germans appeared in a rush. A U. S. sergeant yelled in German, "Drop your guns. Come out with your hands up and we will not shoot. You have one minute . . . Hurry!"



**ONE AMERICAN** (left rear) herds another group of German prisoners to the rear. Some had to be dug out of the cellars of Cisterna with the bayonet. LIFE Photographer Silk saw about 20 different groups of Germans surrender, usually in large batches.



**A GERMAN CORPORAL** surrenders a pack of cigarettes while holding a white flag. This is toward the end of a day's hard fighting. All nerves are on edge, eyes are haggard and everybody, German or American, is trigger-happy. The town is about cleaned out.



ARMED GERMANS WITH FEAR-FILLED FACES  
SURRENDER TO AN AMERICAN SERGEANT

CLOSE UP



AT SPOKANE HOME JOHNSTON RELAXES WITH FAMILY. DAUGHTER ELIZABETH, 13, LIKES TO PLAY WITH LIZARDS. HARRIET, 11, IS ENTERING SMITH, HER MOTHER'S ALMA MATER

# ERIC JOHNSTON

A businessman without an inferiority complex, he talks plainly to Soviet commissars and leads U. S. Chamber of Commerce toward industrial liberalism

by JOHN CHAMBERLAIN

The normal thing for a Westerner to do in the presence of a Moscow commissar is to ask questions. But last week Eric Allen Johnston, three-time president of the U. S. Chamber of Commerce, broke the mold. In the presence of top-ranking Soviet officials the trim, confident man from Spokane didn't ask, he told. He did it nicely and inoffensively, without unctuousness or brag. But still, he told.

What he had to tell was not in any way astounding: it was merely a speech to the effect that America was a capitalistic nation and intended to remain such. But the tone, quite apart from the usual Johnston felicity of phrase and image, constituted a major revolution in the relations between U. S. private citizens and the Soviet government. For where other private travelers had gone to the Kremlin as anxious supplicants or in a mood to apologize for capitalistic and democratic shortcomings, Johnston, the only private citizen to visit Moscow to date at the official invitation of the Soviet government, spoke as the unashamed bourgeois, ready to understand Russia, but equally insistent that Russia understand us.

The frank speech to the commissars was not the first of Johnston's firsts.



Johnston's Columbia Electric & Mfg. Co. does a wartime repair job on some damaged airplane wings. In peacetime the company manufactures lampshades and a full line of electrical gadgets.



Eric's mother (left) and aunt had great influence on his childhood. Eric attributes much of his Alger career to the "granite" of his mother's spirit and "the velvet of her human sympathy."



IN WASHINGTON, D. C. JOHNSTON PRESIDES OVER A CHAMBER OF COMMERCE BOARD OF DIRECTORS THAT HAD NO PREJUDICE AGAINST ELECTING HIM PRESIDENT A THIRD TIME

Ever since he became president of the U. S. Chamber of Commerce Johnston has been breaking precedents and smashing icons. When he walked out of his Washington office on May 22, 1942 to cross Lafayette Square for a talk with President Roosevelt, he did something that no Chamber of Commerce president had done in five years. Ex-presidents of the U. S. Chamber of Commerce growled, seeing this as a capitulation to the enemy, but Johnston couldn't see the point of letting labor and agriculture do all the class-pressuring that is done in the White House. Nor could he see the virtue in never talking with labor leaders. Almost as soon as he arrived in Washington he sought out William Green of the AFL and Phil Murray of the CIO, something that his predecessors would have considered kin to treason.

On his trip to England last summer Johnston made himself the first public figure to warn the British that Americans, with few exceptions, didn't like the cartel or monopoly way of doing business—a sissy way of doing business, he called it. And in South America, during an extended tour of the continent, he made his goodwill appeal on the basis of strict honesty, promising no millions in uneconomic loans. When President Castillo of the Argentine remarked

that Argentina "is the model daughter of the hemisphere," Johnston said: "Maybe that's true. But I've heard the model daughter went out one night with a strange man and isn't home yet."

Time was when the strategy of American business was to mope in its tent. Suffering from the slings and arrows loosed by a variety of critics ranging from H. L. Mencken on the right to the Marxists on the left, and smeared as a Babbitt by Sinclair Lewis, the American businessman lived through the decade of depression as though it were all a bad dream that must some day lift by itself. But Eric Johnston, who never took Sinclair Lewis seriously, refused to mope and growl. Hugh Johnson once called business a kind of savage poetry, and Johnston found this poetry exhilarating. On the other hand, he realized that no class could hope to lead unless it was first able to inspire confidence in its integrity, its fairness, its generosity and its intelligence. Such confidence, so he reasoned it out to himself, cannot be created by a policy of passive waiting. Practically alone among his kind, Johnston was willing to admit that the church of business had been corrupted in the '30s and shaken in the '40s. And so, quite consciously, he set out to become the sav-

CONTINUED ON NEXT PAGE



Johnston autographs his book, *America Unlimited*, which he whipped into shape with help of *American Mercury* Editor Eugene Lyons. But the ideas and swift-darting phrases are Johnston's.



Johnston's management made Washington Brick and Lime Co. a money-maker. All businesses are alike to Johnston, who says any good manager can choose good sales and production men.



# A SPECIAL PREPARATION FOR SHAVING

**FOR THE 1 MAN IN 7  
WHO SHAVES DAILY**

## **It Needs No Brush Not Greasy or Sticky**

Modern life now demands at least 1 man in 7 shave *every day*—and men in service must get clean shaves, too. Yet daily shaving often causes razor scrape, irritation.

To help men solve this problem, we perfected Glider—a rich, soothing cream. It's like "vanishing cream"—not greasy or sticky.

### **SMOOHS DOWN SKIN**

You first wash your face thoroughly with hot water and soap to remove grit and the oil from the skin that collects on whiskers every 24 hours. Then spread on Glider quickly and easily with your fingers. Never a brush. Instantly Glider smooths down the flaky top layer of your skin. It enables the razor's sharp edge to glide over your skin, cutting your whiskers close and clean without scraping or irritating the skin.

### **ESPECIALLY FOR THE 1 MAN IN 7 WHO SHAVES DAILY**

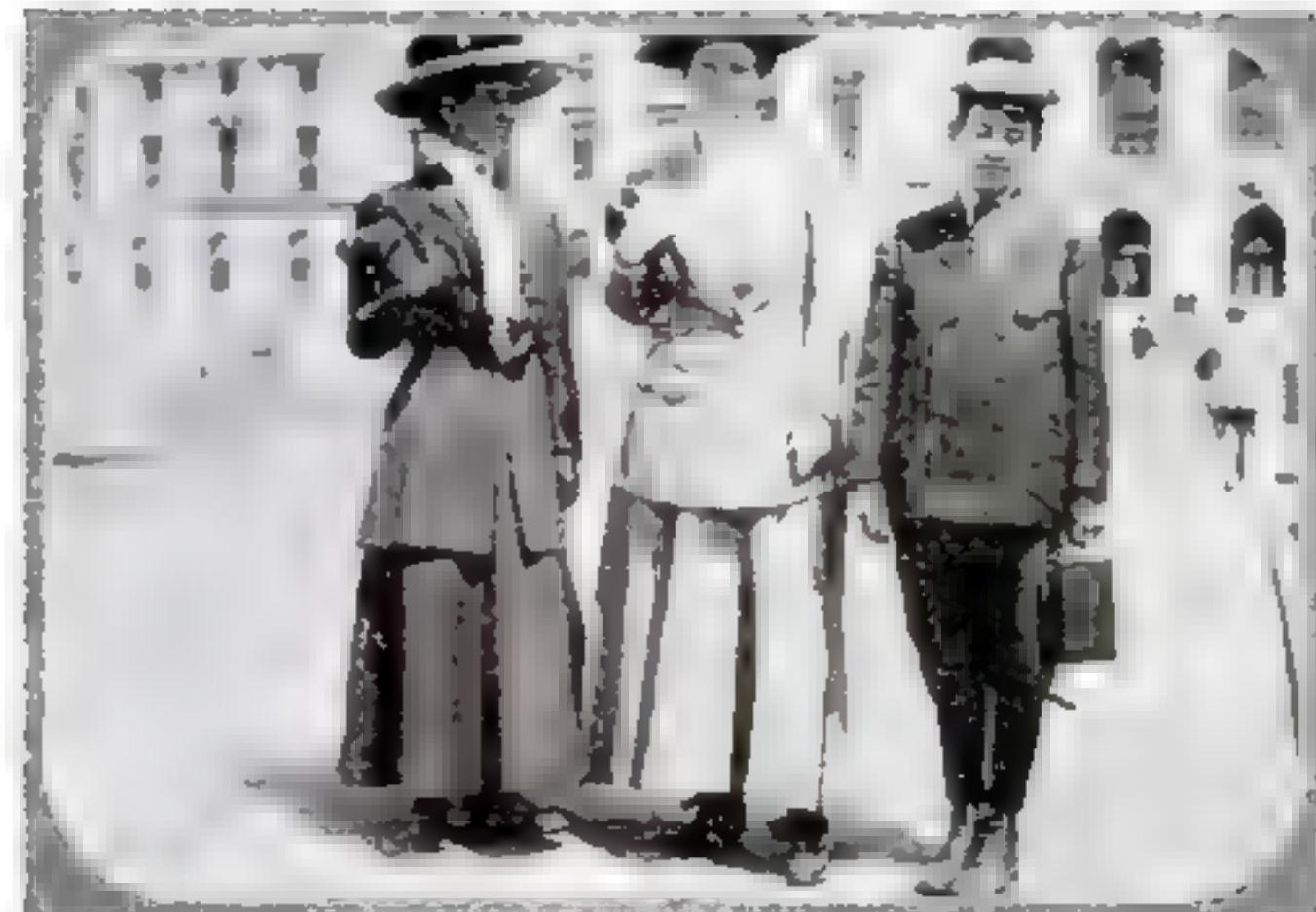
For men who must shave *every day*—doctors, lawyers, businessmen, service men—Glider is invaluable. It eliminates the dangers frequent shaving may have for the tender face and leaves your skin smoother, cleaner. Glider has been developed by The J. B. Williams Co., who have been making fine shaving preparations for over 100 years.

### **SEND FOR GUEST-SIZE TUBE**

If you want to try Glider right away, get a regular tube from your dealer. If you can wait a few days, we'll send a generous Guest-Size tube for a dime. It is enough for three weeks and is very handy for traveling.

On this test we rest our case entirely—for we are positive that Glider will give you more shaving comfort than anything you've used.

Send your name and address with ten cents to The J. B. Williams Co., Dept. CG-06, Glastonbury, Conn., U. S. A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.



**Age 10:** Eric visits the state capitol at St. Paul, Minn. St. Paul's pioneer railroad builder, Jim Hill, was one of his heroes. Eric himself was already a successful businessman.

**ERIC JOHNSTON** (continued)

for of his free-enterprise faith, the Luther of a business reformation.

In this crusade Eric Johnston has had the help of other businessmen, notably Studebaker's Paul G. Hoffman and the rest of the Committee for Economic Development. But no businessman has tackled the job of redeeming business in the public mind with less of an inferiority complex than Eric Johnston. When Franklin Roosevelt cracked: "Eric Johnston, how did they ever elect *you* president of the U. S. Chamber?", the query may have betokened Mr. Roosevelt's long-standing hostility to businessmen. But it was also a tribute to Eric Johnston's natural aplomb, which even exceeds that of the Man in the White House. The friendly atmosphere that attends a Roosevelt-Johnston colloquy has not changed Eric Johnston's feeling that Roosevelt is a tricky politician and a bad administrator. But in private meetings with local Chambers of Commerce members he invariably insists that Roosevelt is a remarkable man, with certain qualities that are of inestimable value in the White House. His feeling that Roosevelt lacks the gift for creating an administrative machine with clear lines of responsibility hasn't kept him from working hard as a member of 21 separate Washington boards, ranging from Jimmy Byrnes' Economic Stabilization Board to the Postwar Foreign Economic Policy Committee of the State Department.

Johnston admits smilingly, with a flash of almost coruscating white teeth, to being a Kiwanian, a Horatio Alger hero, a booster for his home town Spokane and its adjacent Washington state "inland empire," and an extrovert who never has trouble falling asleep at any time between 11 and midnight. But he pleads guilty to boostерism in a kidding way, as if to say, "Look, let's not make too much of the fact that I get enjoyment out of my friends, my circumstances and what I do." He would be the first to laugh at Congresswoman Clare Boothe Luce's crack that in his immaculate person, which is

**CONTINUED ON PAGE 206**



**Age 15:** Eric earned \$40 a month as the high school reporter on local newspaper.

**Age 21:** with college ROTC background. Eric Johnston joined the U. S. Marines.

Whether 'tis or 'taint a Ronson  
You had better be advised  
That to get most from your lighter  
You should keep it

**RONSON-ized**



**For Better Service**

**USE**

**RONSON EXTRA LENGTH FLINTS**

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**Avoid Inferior imitations**

**IF YOUR RONSON NEEDS ATTENTION  
SEND IT TO RONSON (Dept. S Newark 2,  
N. J.) FOR SERVICING AT MINIMUM COST.**

**FOR ALL LIGHTERS**

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**LIGHTER ACCESSORIES**

**BY RONSON • WORLD'S GREATEST LIGHTER**

**MAKE YOUR DOLLARS FIGHT—BUT NOT BURN!**



## **BICYCLES Serve THE SERVICES...**

U. S. Armed Forces, Auxiliary Services, and the military needs of our Allies have first call on "America's FIRST Bicycle." After Victory, however, a new, finer-than-ever line of Columbia bicycles will be ready. Meanwhile, keep buying War Bonds, to have and to hold. The Westfield Manufacturing Co., Westfield, Massachusetts.





**WORKING PARTY** of camouflaged Marines unloads wooden cases of dehydrated vegetables (crescent indicates food) from an LCT (serving as supply carrier) to freshly-won beachhead. Task force in background protects landing.

## Twice as much food to the front!

**Going!...** Twice as much food to the fighting fronts this year... because there are twice as many men to feed.

Even at that, we civilians here at home are still getting 3 out of

every 4 plates of food we produce. And the men in our Armed Forces are the best-fed fighters in the world.

It's everyone's job to conserve, avoid waste, play square and starve the black markets. American food will be a big factor in winning this war and we'll all have plenty to eat if we do that job.

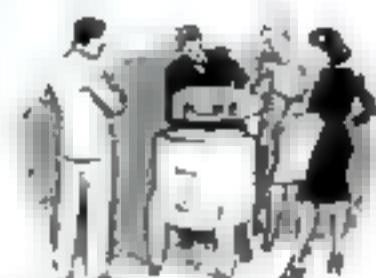
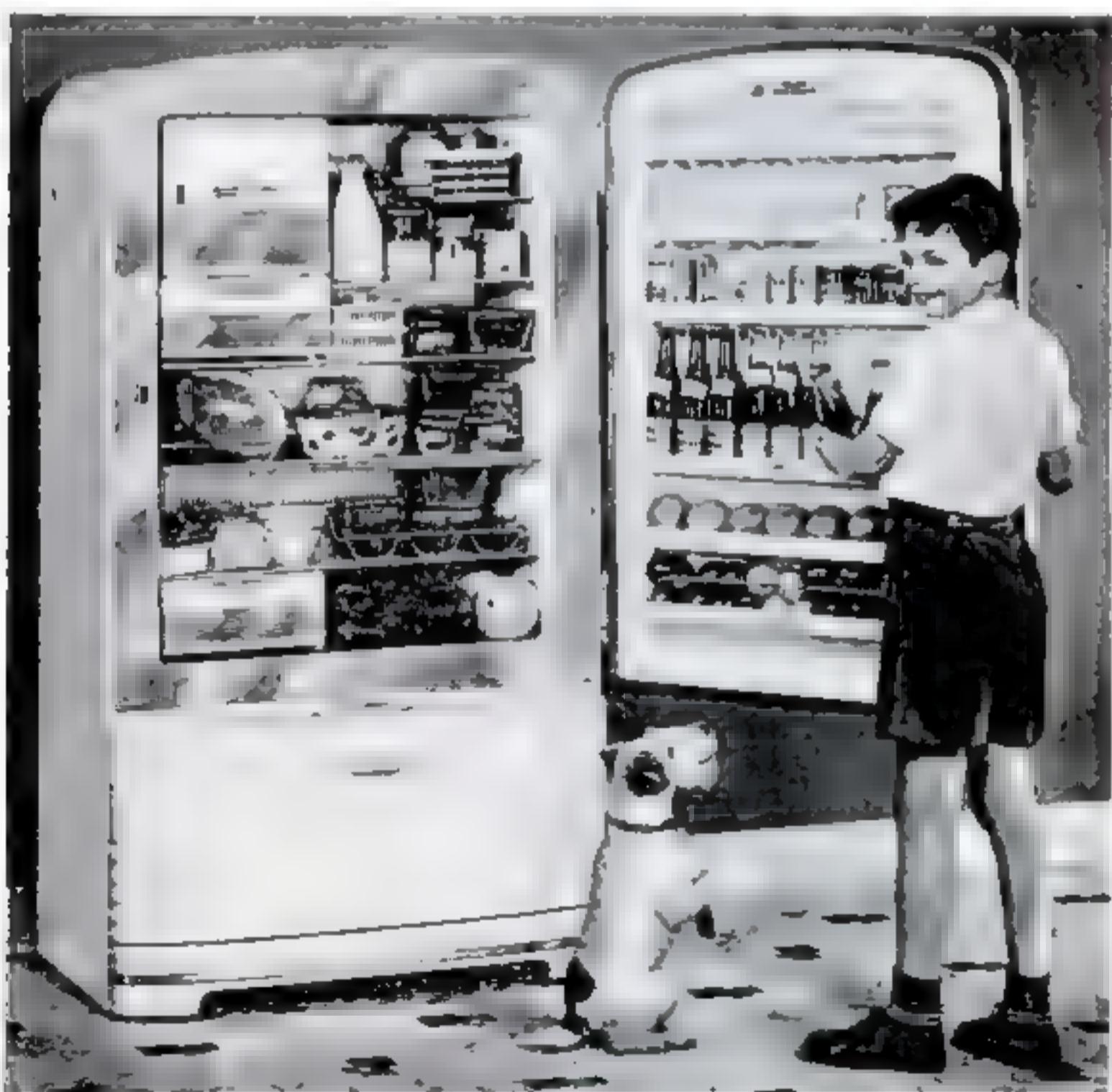
**Coming!...** Twice as much food to the front again in a Crosley Refrigerator.

Yes, as soon as civilian production can be resumed, the famous, exclusive patented **SHELVADOR**\* will be back again giving you the food-to-the-front convenience of extra, usable shelves in the door of your Crosley Refrigerator.

This convenient extra space lets you take advantage of more food bargains. It means more room in your refrigerator for left-overs. It means a handy, reachable place for eggs, fruits, bottled beverages, small packaged foods. You will get these **SHELVADOR** conveniences only in a Crosley Refrigerator.

**TODAY** the war plants where Crosley Refrigerators were made are building bomber turrets, radios, bombsights, and radar equipment for our fighting men. But the day will come again when millions of American women can realize their dreams of having a handsome, new Crosley Refrigerator with the **SHELVADOR**.

\*Reg. U. S. Pat. Off.



# GROSLEY

THE CROSLEY CORPORATION, CINCINNATI, OHIO

# Apology for Success



*Blackie:* "I'm afraid we won't be able to take care of all of our friends, Whitey."

*Whitey:* "Don't worry, Blackie, most of them will come back when BLACK & WHITE becomes plentiful again!"

Americans always will stand in line to get a superior product. That's why BLACK & WHITE can't supply the demand today. As a result we may lose some of our friends, temporarily—but we share Whitey's faith in the ultimate reunion—and we hope it will not be too long before there will be enough BLACK & WHITE to go around.



**"BLACK & WHITE"**  
*The Scotch with Character*

BLENDED SCOTCH WHISKY • 86.8 PROOF

THE FLEISCHMANN STILLING CORPORATION, NEW YORK, N. Y. • SOLE DISTRIBUTORS

## ERIC JOHNSTON (continued)

usually a blend of grays and blues, he represents "the Götterdämmerung of all the little Horatio Alger boys of America." In his figure he is lean, springy and catlike, a tall, lithe, athletic specimen that has known the value of tennis, badminton, a one-drink-or-less-a-day approach to alcohol, a noninhaler's tentative enjoyment of cigarettes and a frugal diet. And, like a particularly lithe cat, Eric Johnston always lands on his feet, even when he has practically no room in which to turn.

A common reaction is that Eric Johnston is too smooth, too good to be true. The feeling puzzles and gripes Johnston, who is a completely nonsynthetic, a thoroughly natural human being. At times he desperately longs for a few vices, but doesn't know how to fake them. He comes naturally by his feeling that rags-to-riches, or from-newsboy-to-new-copy, is a still viable American pattern, for he once sold the Spokane *Spokesman-Review* on a street corner while his mother was working hard as an attendant in a doctor's office to keep the family afloat. "We were quite poor," says Johnston of his earliest memories.

The Johnston family went west from Washington, D. C. to Montana in 1896 because of the tuberculosis of Eric's father, Bertram Allen Johnston, a pharmacist who could never quite make a go of his business. Eric was only a year old at the time of the great migration, so he remembers nothing of the mudholes and whisky-dipper hilarity of the frontier mining camp of Marysville, now a ghost town. In Spokane, which was the next stop for the Johnstons, Eric's father started another drugstore which, as Eric says, "netted only another failure." Mrs. Johnston—by birth a Ballinger of the family whose Richard A. Ballinger was Secretary of the Interior in Taft's cabinet—had to make the family living as well as be nurse to her husband. At one time in this period, when the Johnstons were living in the Columbia River Big Bend country so that Eric's father could sleep therapeutically in a tent, Mrs. Johnston had to keep an eye peeled for the rattlesnakes that were continually underfoot. She had a hard time making Eric put on his high boots until one day he stepped barefoot on a rattler's head, which felt cool and squishy and sent him leaping for a nearby fence. From that day on Eric felt differently about taking his mother's advice.

### The young entrepreneur

Bertram Johnston eventually died of his tuberculosis, but by this time Eric was more or less making his own way. In Spokane's Lewis and Clark High School, where he made a reputation as a debater, losing the state championship to two girls on the negative side of the question, "Should there be good roads?", he was campus correspondent at \$3.50 a column for the Spokane *Spokesman-Review*, which netted him \$40 a month and an occasional front-page by-line. In the summer months he collected bad bills for a water company, sold shoes on commission (he did well at this because the girls in town liked his looks and came in to buy from him) and worked with a Canadian Pacific gang surveying a new railroad route in British Columbia.

Off to the University of Washington at Seattle, where he got a B. A. degree and came within a few months of a law degree, he more than paid his transportation costs by organizing the Eastern Washington Student Body Special for the Chicago, Milwaukee and St Paul Railroad. He got a commission of 10% on the tickets plus his own fare. Each time college met or adjourned Eric made \$250 on the deal. He made more money by working Friday and Saturday nights as a longshoreman on the Seattle docks for 87¢ an hour and by doing college reporting for the Seattle *Post-Intelligencer* and his old hometown paper, the *Spokesman-Review*. The job of longshoring was dropped when he became college law librarian at \$75 a month, but in the summer vacations he worked in wheat fields at \$6 a day as a binder. Out of his varied jobs he developed an intimate knowledge of the Northwest and a feeling that boundless opportunities are there for anyone to seize if only the will to work is present.

Entry of the U. S. into the first World War ended his dreams of becoming a lawyer, to which his skill as a debater and an offer of a job in his uncle's Seattle law office had impelled him. One day in his college room in 1917, the 21-year-old Eric Johnston stood fingering three separate commissions in the artillery, the Navy and the Marines. He decided on the Marines, but despite his expert marksmanship he spent most of the war as a bayonet instructor at Quantico. When he finally became a captain he was sent to China where he was attached to the legation guard at Peiping. After learning some Mandarin he went on intelligence assignments to Siberia, to Korea and into the Chinese interior, trips that opened his eyes to the difference between standards of living in America and the outside world. He would have stayed on in the Marines, for he liked the

CONTINUED ON PAGE 102



## G.I. Joe and his 12 tons of baggage

WHEN an American soldier goes overseas, between five and twelve tons of equipment must go with him. And ...

Another ton must be sent to him every month, in food, clothing, and ammunition.

### Who sees that he gets it?

The colossal task of supplying our millions of men is the responsibility of the Army Service Forces. Theirs is the job of designing, procuring, and transporting every item of Army equipment except airplanes and items peculiar to the Air Forces.

From the time a soldier is sworn in, until his discharge, the ASF takes care of him. It feeds him the world's best army food, and outfits him

with the finest clothing. It supplies him with the most modern weapons—guns, tanks, ammunition, trucks. And it carries on a vast research program to insure still better equipment.

The ASF delivers a soldier's mail, pays him, provides religious services for him, and gives him the best of medical care.

The ASF is the biggest business in history. It supplies some *half a million* different items, ranging from aspirin tablets to steamboats. Without batting an eye, the ASF fills rush orders from all over the world for stupendous quantities of materials.

Such orders as: 100 pneumatic drills, 40 pile drivers, 80 rock crushers, 100 tractors, 9000 prefabricated houses, 19 miles of 36-inch

metal pipe. And candy, louse powder, locomotives, cigarettes, books, and vaccines.

Because the outcome of battles depends so much on getting supplies where they are needed, when they are needed, the motto of the ASF is "Enough and On Time."

The amazingly efficient way in which the men of the ASF are living up to their motto has made today's American soldier the best-fed, best-clothed, best-equipped, and best-cared-for fighting man in history.

\* Back the attack!—BUY MORE THAN BEFORE! \*

**SPERRY**  
CORPORATION  
33 Rockefeller Plaza, New York 20

This message is published by Sperry to foster a wider appreciation of the Army Service Forces as the vital link between the production front and the fighting front. Sperry co-operates with the ASF through these divisions:

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Quartermaster Corps



Ordnance Dept.



Corps of Engineers



Chemical Warfare Service



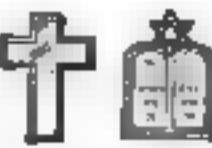
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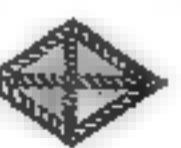
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Transportation Corps

# Amazing Professional Mothproofing Method now available for home use



MOTHS  
WILL NEVER EAT  
THIS SUIT

NO ODOR • NO WRAPPING • NO STORING AWAY

Just a few minutes spraying with LARVEX—and Mrs. Neal has saved her husband's new suit from moth holes for a whole year.

**WHY?** Moths will actually starve to death before they will eat LARVEXED clothes, sofas or rugs!

This is the professional moth-proofing method used by leading woolen mills, laundries and dry cleaners.

And, LARVEX is inexpensive—only 79¢ per pint, \$1.19 per quart. Dry-cleaning won't impair its year-long protection. Use LARVEX—be safe!

## ► LARVEX IS DIFFERENT



**QUICK!** A few minutes with LARVEX will mothproof a woman's coat for 12 months!



**CHEAP!** Just one LARVEXING will mothproof this \$89 upholstered chair for a year!



**SURE!** See this spectacular display at your Larvex dealer's. A covered dish showing treated and untreated cloth with live moth worms. Proof right before your eyes that moth worms will not eat Larvexed fabrics!

At All Drug and Department Stores  
Larvex, New Brunswick, N.J.

**ONE SPRAYING  
MOTHPROOFS FOR  
A WHOLE YEAR..**

**LARVEX**  
Registered Trade Mark



Captain Eric Johnston of U.S. Marines, a well-traveled member of the U.S. Peking Legation, surveys the wreckage of centuries from a point atop the Great Wall of China.

## ERIC JOHNSTON (continued)

life, if fate—and the Eric Johnston temperament—hadn't intervened.

The crucial accident in his career came about when he and a British major were being toted in rickshas along a narrow street in a congested district outside of Peking. All of a sudden there was an uproar, with a gang of burly front runners piling unceremoniously down the street and pushing people out of the way. In the wake of the runners came an American automobile, a gigantic Manchurian at the driver's wheel and a fat Chinese of obvious importance sunk deep in the back seat. One of the automobile's extra-long hubs caught a spoke in the British major's ricksha, knocking the major to the ground. When the car went on its way without its occupant stopping to apologize, Eric Johnston's platinum-gray eyes, which can be as cold as Arctic water on occasion, snapped. And as the car passed his own ricksha, which was in front of the major's, the young marine reached out with his olivewood swagger stick and jabbed it into the stomach of the fat Chinese.

Later on, in a different part of the city, the huge Manchurian who had been driving the car of the fat Chinese sneaked up on Johnston and clubbed him unconscious. Sinus complications followed the assault and a year later, after service in the Philippines, Johnston was retired from the Marines because of recurrences of his sinus trouble.

If Eric Johnston hadn't disliked pomposity and disregard for other people, he wouldn't have jabbed the Chinese in the belly, an act which he apologizes for now as a "kid trick." His moment of enraged quixotism brought him back to Spokane in 1922, jobless and feeling rather rocky. But in his pockets was \$5,000, made on fliers in Chinese currency deals. By watching the fluctuations in the relationship between Chinese and American dollars and by charting the recurring patterns of the change, Eric Johnston had run \$100 of his Marine pay to \$5,000 in U.S. cash.

## Vacuum-cleaner salesman

The crack on the head in China was the luckiest thing that ever happened to Eric Johnston. It brought him home to find a wife—Miss Ina Harriet Hughes, daughter of one of Spokane's pioneer businessmen. U.S. was just coming out of its postwar depression and ready for the long boom of the '20s when Eric, to keep out of doors, became a vacuum-cleaner salesman. He took a commission job with the Power Brown Company, a hole-in-the-wall retail electrical business in which his mother had sunk \$1,500 in savings. The business was extremely shaky, for instalment buyers had been defaulting heavily, and when Eric failed to make a sale in his first three weeks of tramping the streets both mother and son felt the jig was up. But suddenly Eric got the trick of selling. He learned how to repair vacuum cleaners and washing machines, and his mechanical knowledge of the product lent glibness to his tongue. Soon Eric had taken his \$5,000 of Chinese exchange profits to buy into the business, which became the Brown-Johnston Company. The partners purchased a wholesale supply company, the largest in eastern Washington, and Eric, with plans surging in his head, went East to learn the electrical-manufacturing industry. When he came back to Spokane he bought out his partner. Eric's first decision on his own was to split the firm into two companies, one, the Brown-Johnston, for retailing, and the other, the Columbia Electric, making a line of electrical fixtures and gadgets from lampshades to more complicated stuff in competition with General Electric and Westinghouse.

Five years after he entered business Johnston's companies had 100 employees. Today they have 500. Eric's mother, a secretary-treasurer of the Brown-Johnston Company, keeps a sharp eye on things as

# It's not so hard to try a new thing!

You may not have run across Tampax yet. Here is a quick description



Tampax is a dainty form of monthly sanitary protection designed for internal wear. It is composed of pure absorbent cotton ingeniously fitted into a disposable applicator. The whole device is so neat that one's hands need not touch the cotton while inserting. No chafing. No odor. No embarrassing disposal difficulties... Millions of women are using Tampax regularly because its "internal" feature completely relieves them from their accustomed belt-and-pin harness. Tampax can cause no bulges, wrinkles or ridges to show through the clothing. Another thing: Tampax may be worn in shower or tub or while swimming... Sold at drug stores and notion counters in 3 different absorbencies. The 29-cent package contains an average month's supply. Buy it today! Tampax Incorporated, Palmer, Mass.



This is IT!

## Campus Make-up

for moments of Great Beauty

From Hollywood, world Capital of Beauty, comes Campus Make-up... to create unforgettable loveliness... for You.

Flattering as Moonlight... delicate as the overtones of a rose... Campus is warm... young... vita!

Powder? Yes! Base? Yes! Tint? Yes! Delicate or sun-kissed at will! Clever camouflage for flaws? Yes! And, Campus guards against drying, too!



Yes... something wonderful happens to you when you wear... CAMPUS MAKE-UP.

✓ The convenience of a liquid  
✓ The protection of a spray  
✓ The smooth texture of a powder  
• 30¢ and \$1.00 plus tax  
• Postage paid

A product of Memorial Sales, Inc., 1930 Wilshire Boulevard, Los Angeles, California



"yes"...you can go swimming on your day off, and "yes" you can have your favorite swim suit to wear when you do. Sure...you may have to hire a horse, ride a bike, walk a mile to get there...but what does it matter as long as you can have a Jantzen to make you look wonderful, feel wonderful, have a wonderful time. There's water, water, everywhere...and tons of sun, boys and girls... come on...get your Jantzen...let's go!

CAREFREE...Patterned Velva-Lure midriff 5.95  
HALF HITCH Diagonal all-wool trunks 3.95

*Jantzen*

AMERICA'S  
SWIM SUIT

JANTZEN KNITTING MILLS  
PORTLAND 14, OREGON • VANCOUVER, CANADA

BUY MORE WAR BONDS...AND BRING HIM HOME SOONER!

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*Equally as enchanting as its flavor is Kentucky Tavern's unique background. . . . It's the Bourbon whose quality and character have been under the supervision of the same Kentucky Family for over three generations.*  
*Glenmore Distilleries Co., Incorporated, Louisville, Kentucky*

**THERE'S ONLY ONE BETTER BUY IN BONDS... WAR BONDS!**

## ERIC JOHNSTON (continued)

credit manager, and at the age of 73, a sprightly, gay old lady, she is still countersigning the Johnston company checks.

Eric Johnston is certain that he is a born manager, and he offers his depression success with the Washington Brick and Lime Company as extra proof of his claim. He took this company over at the behest of his brother-in-law in 1933, when it had no cash in the bank and practically no accounts receivable. The creditors were hoping to get 20¢ on the dollar, but Johnston went to the bank, demanded \$20,000 personally, started paying the employees more than the \$5-a-week "grocery money" they had been receiving, fired the president and set out to salvage 100¢ on the dollar for his employers.

Convinced that all businesses stand or fall on their *esprit de corps*, Johnston spent a month finding better jobs at higher salaries elsewhere for all the expensive department heads he wished to get rid of. Some of these department heads he placed with the Washington state liquor board, some he placed in private industry. His refusal to clean house with ruthless unconcern for a man's future bucked up the morale of everyone who remained with the company. In April of 1943 all of Washington Brick and Lime's indebtedness had been paid off, and the prospects of the company were so appealing that Eric bought a 25% interest in it.

Johnston smiles easily and sympathetically, but his eyes never quite allow you to forget that he is busy appraising things 16 hours of the day. The ability to judge at a glance and to outguess the future Johnston calls a sixth sense. He is sure that he has this sense, which he likens to a homing pigeon's instinct for home. In early 1937, when business was booming, he had a feeling that national inventories were building up too swiftly. Hence he warned his companies not to buy merchandise in carload lots. When depression came in the autumn he knew he was right. He had sensed well in advance what the statistical indexes revealed to others only in retrospect.

### Fighting the diehards

In 1931 Eric Johnston was elected president of the Spokane Chamber of Commerce. He gradually grew more and more critical of the C. of C. national leadership which he considered guilty of using stultifying tactics in the late '30s. The U. S. Chamber of Commerce, which consists of 1,858 affiliated local chambers and trade-association members made up of 1,000,000 individual businessmen, includes both Republicans and Democrats, liberals and conservatives. But in the late '30s it functioned in its top registers as a practical adjunct of Republican Party diehards. It still carried out its statistics-gathering and promotion activities, but the senior council, consisting of the five most recent ex-presidents, didn't seem to care that business had a public-relations job to do for itself vis-à-vis labor and government.

When the old guard in the Chamber tried to freeze John W. O'Leary, the Washington general manager, into his job for five years at \$40,000 per annum at the 1942 convention, an almost spontaneous rebellion against such bureaucratic cheek carried Johnston into the presidency. His had been the most vigorous voice in behalf of his own favorite group—"the 2,000,000 businessmen of America who employ from one to 100 men"—and he seemed a logical person to start the Chamber off on a new tack. The Westerners led the swing to Johnston, but a surprising number of the old guard rallied to the idea of a young president with a dynamic program. Soon after

CONTINUED ON NEXT PAGE



In Moscow, Johnston inspects Stalin auto plant. A one-drunk man in the U. S., he broke down under Russian hospitality and drank toast after toast in straight vodka.

## \*ARALAC... the amazing new protein fibre... a page from the story of Tomorrow!

ARALAC is an exciting new textile fibre that blends beautifully with other fibres . . . enhances their value. It is a protein base fibre like the natural animal-hair fibres you know so well . . . vicuna, cashmere, wool, camel's hair and others . . . and therefore has many of the characteristics that make those rich, beautiful fibres so universally desirable.

ARALAC is soft, lively and resilient. And it gives these qualities generously to a wide range of superb materials . . . gabardines, twills, flannels, serges, challis and fleeces as well as to cool, comfortable summer-weight fabrics. These ARALAC-blends, containing from twenty to fifty per cent ARALAC in combination with other fibres, tailor perfectly. The colors are clear and true . . . the quality supreme!

ARALAC is one of the wonders of the future . . . the promise of a richer, more wonderful tomorrow . . . but here today for your enjoyment! Illustrated, a sport shirt of rayon and ARALAC Shepherd check flannel, around \$12.

## ARALAC,

INC. 71 Vanderbilt Avenue, New York 17, N. Y.

ARALAC, produced by a division of NATIONAL DAIRY PRODUCTS CORPORATION, represents but one of the many contributions this nation-wide organization is making toward the more efficient utilization of America's agricultural resources.

# From the land of the sky

*Recipe for*  
Swiss Steak by The George  
Vanderbilt, Asheville

3 lb. steak  
flour  
salt and pepper

2 eggs, beaten  
1/2 pt. milk

Cut steak in six or eight pieces. Pound until  $\frac{1}{4}$  to  $\frac{1}{2}$  inch thick, season with salt and pepper. Roll steaks in flour; dip each steak in mixture of eggs and milk. Rub a hot, heavy frying pan with suet, fry steaks golden brown, turning once for even cooking. Allow 3 1/2 minutes for rare steaks, 4 minutes for medium and 5 minutes for well done. Serve on very hot platter, garnish with parsley.



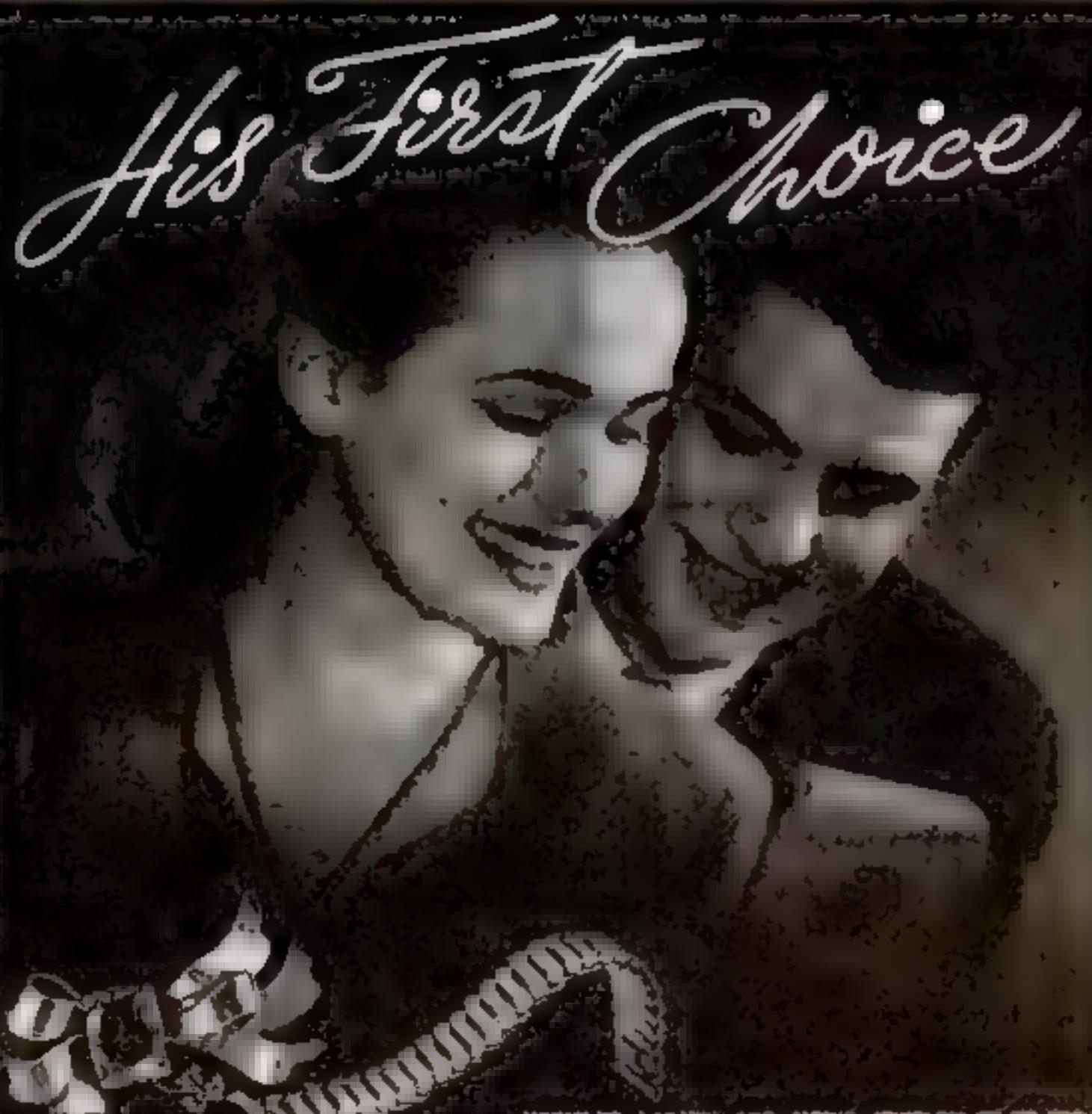
NATIONALLY FAMOUS FOR GOOD TASTE

## GOEBEL BEER

If you would like to try the good taste that won America, call for Goebel Beer.



Available in 7 oz., 12 oz., and 32 oz. bottles. Goebel Brewing Co., Detroit 7



KREISLER JEWELRY

Made by master craftsmen and  
stylists long identified with the  
manufacture of the finest in  
platinum and diamond jewelry.

*Creations*

SOLED ONLY THROUGH JEWELERS

### ERIC JOHNSTON (continued)

Johnston's election, O'Leary resigned the post of general manager. He was replaced by Ralph Bradford, a young Texan who sees eye to eye with Eric Johnston.

For years the presidency of the U. S. Chamber had been a more or less honorary position. But Johnston proceeded to make it into something new: a sounding board for a fighting liberal philosophy of business. Right at the start he refused to be mush-mouthed about his desires. Where other businessmen sought refuge in phrases like "the American way" and "freedom of enterprise," Johnston said "capitalism." He was for it lock, stock and barrel. Period.

Why? Because under their "people's capitalism," Americans had, among other things, an automobile for every five persons. In Germany, under a state-controlled system of doing business, there was only one automobile for every 55 persons, and a good number of the German cars had been built by Ford and General Motors.

The unblushing champion of a "people's capitalism," however, was quite ready to give ground to those who complained about the division of the product turned out by the industrial machine. He warned management not to bait labor, and he pointed to his own relatively smooth collective-bargaining relations with 13 A. F. of L. unions in the Pacific Northwest. To labor, he made friendly overtures in more than one speech. But as a friend he advised union leaders to fight against the "deadly sins" of the closed union, the undemocratic union and racketeering in union-management relations.

Getting around the country, Johnston found he had a knack of dramatizing his ideas in words that people remembered and quoted. "Beaten paths," he said, "are for beaten men." Again and again he accused the Roosevelt administration of spreading "defeatism" with its philosophy of "maturism." By "maturism" he meant the theory that our era of capital expansion had suddenly come to a dead end, with no new business possibilities in sight. In England he denounced monopoly and was derided by Socialist Harold J. Laski, who accused him of a belated rediscovery of Woodrow Wilson's New Freedom, which dates from 1913. Cracked back Johnston: "It is not Woodrow Wilson who discovered it; it has been the ideal of man since he crawled out of savagery into civilization—and you know it."

### A fighting philosophy

An enemy of state capitalism, Johnston nevertheless was willing to concede that public spending must be used whenever private business fails to prevent mass unemployment. But he argued for a government tax policy that would stimulate private investment, create "the chance to take a chance." And he put his Chamber of Commerce to work on a plan for decentralized public works. If we must have public spending, he argued, let's have the cities and states, which are far more solvent than the national government, rebuild their highways to bring them abreast of the motor age. As for social security, he urged the C. of C. to support it—and get the credit for a good unemployment and old age insurance plan.

The Johnston philosophy of business was expressed with greater and greater elegance and luster the more he spoke and wrote. In his half-serious, half-playful way Eric Johnston says: "I love the tinnabulation of words, the music of them rolling off." He repeats his cracks and verbal glissandos to his wife, his secretaries Ruth Reed and Merrie Smith, or to anyone else within hearing. If they make an impression he uses them; if not, they go into the wastebasket.

The business of word production is no mere pastime with Eric Johnston, for he has had to make as many as 21 separate speeches in seven days. A recent speaking trip took him from Seattle, Wash. to Washington, D. C. in a week.

A typical Johnston day might start with 7 a. m. breakfast with Eddie Rickenbacker, and continue with conferences with Admiral King, Cordell Hull, the Secretaries of the Army and Navy and Eugene Meyer of the Washington Post. Then it will take a jump to the White House for a talk with Jimmy Byrnes and go on through the afternoon with meetings with Donald Nelson and Nelson Rockefeller. Meanwhile there will have been interviews with a couple of magazine writers, testimony before a Senate committee, a nationwide broadcast over CBS, a chat with the Russian Ambassador and sundry odds and ends. Johnston saves the six-to-seven hour for dictation and phone calls to the managers of his Spokane businesses. The day will be topped off with dinner with Bill Batt and Charlie Wilson of the War Production Board.

Going about the world, Johnston has proved himself a good observer and a good listener. He is full of information—important information, such as the chances for American businessmen in South America and the Grand Coulee region of his home state of Washington, and beguiling information, such as the color of Madame

CONTINUED ON PAGE 316



**"just like back home**

**...they're**

**DIXIE CUPS**

"When a chap's a long way from home, 's funny how a little thing looms big and becomes very important. Take these familiar paper cups. You see them everywhere...even at our battle stations during action. Sort of like seeing an old friend from back home."

## ERIC JOHNSTON (continued)

Lupescu's fingernails. "You go about and you polish yourself like the facets of a diamond," he says in a half-kidding way. If it is feasible he takes his wife and his two daughters, 18-year-old Harriet and 13-year-old Elizabeth, with him on his trips. They went with him to Mexico last winter. Coming home in a plane, the family flew around the crater of the infant volcano Paricutin. As Eric saw the hot lava clutching avidly at the green landscape "like the scarlet fingernails of a woman" (Johnston's own figure), it seemed to him symbolic of the state of the modern world.

Scenes and happenstances from his travels freshen up his speeches to businessmen. In small dinner groups he talks like an animated Kiplinger letter, giving the lowdown on doings in the capital. His formal speeches often have a form that suggests a rip-roaring Jonathan Edwards sermon—a bit of hellfire and brimstone warning of what may happen if mistaken political policies are pursued, then a vision of the cool and pleasant meadows of heaven if business is given a chance to produce in plenty. If the speeches sometimes skim all too easily over the surface, Johnston gets down to cold turkey with the businessmen in the 11-to-midnight chat at the local country club that invariably follows the public addresses. Recently, in a midnight talk to Connecticut businessmen after a Chamber of Commerce function in New Haven, Johnston tackled a number of recalcitrants who still insisted that the U. S., even as a creditor nation, must stick to a high tariff. "How," asked Johnston, "are we going to export cars, milking machines, big generators and machine tools if we refuse to take goods in exchange? In the '20s we gave away goods for worthless paper, in the '30s we traded goods for sterile gold to be buried at Fort Knox. Can't we do better than that?"

In 1940 Johnston ran in the Republican senatorial primaries in his home state of Washington. He lost out to American Legionnaire Stephen F. Chadwick, 137,320 votes to 42,542. But Johnston had filed at the last minute and the test of Johnston as a political personality may not have been conclusive. Naturally those who remember Willkie's sudden emergence as a victorious amateur at the 1940 national convention wonder whether Johnston has a chance to pull a similar coup, at least for the Republican vice-presidential slot, this June. But Johnston is bearish on his political chances. He doesn't really care what he does in the future, provided he has an opportunity to continue his fight for a social order that will provide plenty of room for a man with a new product, a new invention, a new idea.

In 1943 there were 9,399 editorials in U. S. newspapers alone about Eric Johnston. The clippings that have poured into the U. S. Chamber of Commerce Washington office in the past two years about Johnston now fill 16 huge unduplicated scrapbooks taking up 18 feet of shelf space—or more than three times the space occupied by a full set of Dr. Eliot's Harvard Classics. The verbal cascade testifies to Johnston's transcendent ability to make a mark on the public mind. If, as current rumor has it, he is slated to become: (a) the next Republican Secretary of Commerce; (b) senator from the State of Washington; (c) a super-Will Hays, as boss of the entire movie industry; (d) head of the insurance industry; (e) ambassador or minister to any one of 10 South American countries or Mexico, or even to England or Russia, or, finally (f) if he merely goes home to Spokane, it will make no great ultimate difference. For he has already fulfilled his destiny, which was to rescue a class—the class comprising the American business community—from despair and even from possible suicide.



Johnston's face can help make his political fortune. It is lean, long, alert and handsome without being pretty. It looks very American. Women like it and men trust it.



### QUICK... THE IODINE

• In heroic true stories of the war notice how often the effectiveness of Iodine is mentioned... even in the tropics where infection danger is greatest.

Always use Iodine on every cut, scrape or scratch.

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### IODINE *Joe of Infection*

*How to have a  
dry basement*

Wrings Moisture from the Air!  
**DRIER-OUTER**

A remarkable product that keeps DRY in closets and basements! Automatic action; just lift the top and it goes to work! Costs only 6¢ a five-ounce size; \$2.50 for the basement size, at your department store.

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## THE Aristocrat of Shoe Polishes



BY

## WHITTEMORE



## BILTRITE Rubber Heels

WILL NOT SLIP • WEAR LONGER  
\* At Leading Shoe Rebuilders Everywhere \*

## FACTORY WORKERS warned about ATHLETE'S FOOT

With  
Itching  
Between  
Cracked  
Peeling Toes!



If you're discouraged about a stubborn, hard-to- relieve case of Athlete's Foot (very catching)—just try Extra Strength ZEMO — Doctor's Invisible medicated liquid backed by 35 years' success!

First applications of ZEMO promptly relieve your distress and on contact actually kill those vicious germs that most commonly cause and spread Athlete's Foot. Use Zemo freely—soon your discomfort should disappear. Stainless—so clean to use! Get today. Any druggist.

NOTE: For real stubborn cases buy Extra Strength **ZEMO**

"Stocking Stick"  
The New  
SENSATIONALLY DIFFERENT  
**LEG MAKE-UP**

"Easiest to apply and doesn't streak like liquid leg make-up."  
Mary McR.  
Neath Falls, Oregon

\* GUARANTEED EASIEST TO APPLY OR YOUR MONEY BACK



## "This is the System for getting things done"

IT'S more than the 3-mile-a-minute speed of Airline schedules which saves air passengers so much travel time, thus enabling them to get more things done.

It's also because the Airlines operate with the dependability of a singleair transport system. Of course, there are many different Airline companies of the United States, and in many cases you may travel on several different lines before reaching destination in this

country or abroad. But flights are so closely integrated at all airports, service is so uniform, *and you get there so fast*—you may think you made the trip on just one Airline.

True, in these days, the person who asks for an Airline reservation may be asked to try again, because the space he seeks may at the time be taken up by priority passengers, mail or express.

But when the war draws to an end, when new

and finer equipment becomes available, and the Airlines expand their services—millions will travel by air over a domestic and global system that has always led the world in speed, service and dependability of operation.

*When you travel by Air make reservations early; please cancel early if plans change. When you use Air Express speed delivery by dispatching shipments as soon as they're ready. Air Transport Association, 1515 Massachusetts Ave., N. W., Washington 5, D. C.*

*WRITE THAT BOY TODAY... AND MAKE IT V-MAIL*

**THE AIRLINES OF THE UNITED STATES**  
LEADING THE WORLD IN AIR TRANSPORT

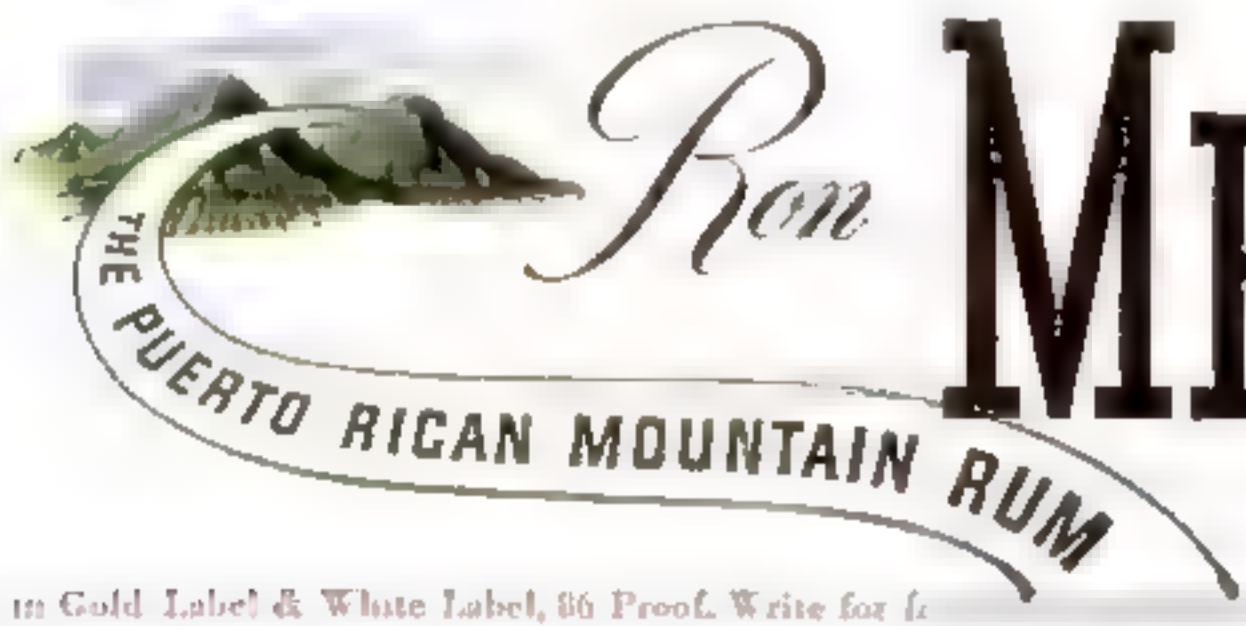


High above the blue Caribbean we discovered this famous Puerto Rican  
*"mountain rum"*

## It's mountain distilling that produces this finer rum

There is a difference in Ron Merito which your palate will instantly recognize and relish — a flavor captured thousands of feet above sea level, in a little Puerto Rican mountain valley where soil, sun, weather and water are ideal for distilling perfect rum. Enjoy this difference in your next rum drink. Ask for Ron Merito by name the next time you order rum.

And, by the way, have you discovered how versatile a good rum can be? In addition to the better known, strictly "rum" drinks, like the Daiquiri, Cuba Libre and Rum Collins, try Ron Merito in a Manhattan, Old-Fashioned or Sour. Any way you drink it, you will agree that this Puerto Rican mountain rum deserves the flavor it enjoys all over America.



# Ron MERITO



Available in Gold Label & White Label, 86 Proof. Write for literature.



SOMETHING NEW IN LINE OF WORRIES FOR U. S. BUSINESSMAN IS HERE DEMONSTRATED BY JEAN TAIT WHO, AT HER DESK, LOOKS COOL AND EFFICIENT IN A BAREBACK DRESS

## OFFICE BARE BACKS

**Low-cut country dresses threaten to become business girls' attire**

One of the warmer debates in U. S. business offices today is whether bareback clothes are fitting attire for young ladies to wear to work. Up to last summer the bareback dress, even when worn with a jacket, was considered country apparel. Last year it began to creep into the city (*LIFE*, June 14, 1943). This year it is being promoted as a hot-weather fashion for office wear. Business girls have bought quantities of bareback dresses and bareback weskits. Whether they will a) want to, or b) be allowed to wear them

without jackets in offices is a considerable question.

At The Chase National Bank, Metropolitan Life Insurance Co., American Telephone and Telegraph Co. it was admitted that if girls choose to bare their backs it may be regrettable (depending on nature of back) but nothing can be done to stop them. *Vogue* thinks bare backs unrefined for business, bans them from its offices. *Harper's Bazaar*, which two years ago suggested bare backs as a city fashion, now says that "climate and office decor should be deciding factors."

**More Bare Backs** (continued)



When alone in an office a business girl might properly take off her jacket and work in this trim, bare-top dress. About 5,000 of this \$16 dress have already been sold.



When taking dictation from a male boss, a barebacked secretary, say businessmen, shows decorum by putting on her suit jacket. Westkits like this emphasize bare look.

**TONIGHT taste the difference!**

**TOMORROW feel the difference!**

**1 WHITE ROCK IS DIFFERENT:** Compare it with any other mineral water-mixer or club soda.

**2 WHITE ROCK IS BETTER FOR YOU.** Natural mineral salts in White Rock combat acidity... help keep you feeling fit.

**3 IT'S SUPER-SHAMED!** Its sparkle stays to the end of your drink... it points up flavor!

... says MARION HUTTON, America's Newest Singing Star

Miss Hutton insists on serving White Rock in highballs... says it makes drinks taste better, helps keep one feeling fit next day.

She takes a glass of plain sparkling White Rock before going to bed and again in the morning for good health's sake. You see, White Rock's natural mineral salts combat acidity... help keep you on the alkaline side.

**White Rock**  
SPARKLING MINERAL WATER  
ON THE ALKALINE SIDE

Please! We and your government will appreciate your returning empty bottles and cartons to your dealer

SERVE IN ALL HIGHBALLS, INCLUDING RUM, GIN, WINE



FROM Mrs. M. Mitchell, Minneapolis, Minn., comes this suggestion for adding extra wholesomeness to green vegetables while saving butter. She writes, "Place cooked greens under broiler rack while broiling round steak patties or steak of any sort. The drippings fall on the greens to flavor them. Do the same with corn when broiling ham."

**TWO WAYS TO SNAP UP APPETITES—**

**SUNSWEEET PRUNE JUICE**

The Growers' Own Brand

Get these 3 benefits from one fruit juice—Vitamins (b and g), minerals, laxative effect. Phone your grocer.



**MOTT'S APPLE JELLY**

One of the famous Mott's Products  
Made from the pick of the New York State crop by a company famed 100 years for better quality.

# *THE CLUE OF THE PERSIAN LAMB by Ellery Queen\**

*"Master detective of books, radio and screen." "Number 1 on the whodunit hit parade." (LIFE Magazine)*



"The best man finally made it despite the storm. Now you two can get married," says Ellery Queen as he greets his old friend, Bob Ashton, and Ashton's fiancée, débutante Joan Bentley. (Joan's the one wearing that stunning HOLLANDER Mink-blended Muskrat.) "Wretched weather," booms Joan's father. "Come in—meet the guests!"

**2** Later on, Ellery admires a striking diamond bracelet—Mr. Bentley's gift to Joan. "Diamonds are not my sort of jewel," murmurs Countess Carlotti, titled emigrée, as she accepts a cigarette from another wedding guest, Mrs. Leigh-Jones. "For me, I will take that so-supple Persian Lamb coat." (Commercial: HOLLANDER Featherlite Brand)

**3** Ellery confessed afterwards that he'd always wanted to halt a ceremony just as the minister said, "Let him speak now . . ." But it was actually his roving eye that caused him to exclaim, "Stop the wedding!" He had noticed the diamond bracelet was missing! It must be in the room since private detectives were guarding the doors.



**4** "Let me see," muses Ellery. "The detectives agree no one left the room. And yet both the room and all of us have been searched thoroughly . . . without result." Mrs. Leigh-Jones laughs nervously. "If it had been the Persian Lamb . . ." she insinuates. "And since it was the bracelet . . ." interrupts Countess Carlotti. Both ladies glare.

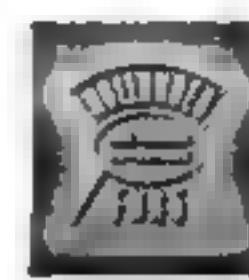
**5** "Just a moment!" snaps Ellory. "The Persian Lamb is the key to the mystery. The lower end of this sleeve is definitely wet. That means that someone here picked up the fur coat, hurriedly put it on, and *stuck one arm out of a window*. Why? To pass the bracelet to an accomplice outside. And now I know who the thief in this room is!"

## **Ellery Queen's Challenge to the Reader**

Who stole the bracelet—and how did Ellery know? You've been given all the facts necessary for the solution. The answer is printed upside down below.

The thief planned to escape in a waiting auto, mobile, put on the coat a protection against the snow storm. Discovering the door were guarded, well knowing the key, leave of the coat. (See last photo.) Obviously, then, the thief in left-handed except Countess Carlotti—who handled. The other pictures reveal everyone is left-handed. (See photo 2.) "And probably the only genuine thing about this, titled lady," said K. "Very interesting, was her admiration of

*It's no mystery, of course, why people prefer Hollander furs. The Hollander mark on tag or back of pelt is your assurance of long-lasting lourliness. Ask for Hollander Furs at your favorite fur retailer's.*



# ~~HOLLANDER~~ ~~Furs~~

More Bare Backs (continued)

**EXCITE-MINT**



U-ALL-NO  
*Richardson's*  
AFTER DINNER  
MINT  
ALSO OTHER FLAVORS



Same Big Package of  
Richardson's Quality for 10¢  
THOS. D. RICHARDSON CO., Philadelphia, U.S.A.



TRADE MARK REG. U.S. PAT. OFF. 914 M-483W-D 1937



At lunchtime many girls who work in city offices scurry off to the nearest park to sit in the sun. With jackets removed, bareback dresses are ideal for midday sunbaths.



The bare top in dress at left allows the wearer to sun both chest and back (see top). Halter-top dress at right, which is high in front, gives only shoulder-and-back tan.



REMEMBER YOUR ANNIVERSARY

*Give Her a Canary*

"The Singing Gift that Lives!"

Whether for the first or fiftieth wedding date, she'll be delighted with a golden-tinted canary. Easy to care for, radiant with cheer . . . one of these little songsters will be cherished proof that you remember . . . love her as always. So, give a singing canary—the perfect anniversary gift!

THE LARGEST SELLING  
BIRD SEED IN U.S. 100% NATURAL



W  
E  
D  
G  
E  
W  
O  
O  
D

**5¢ STILL BUYS  
A GOOD CIGAR**

Cigar smokers are necessarily restricted. But if your dealer happens to have them, you may find the answer to your smoking problem—WEDGEWOOD PANETELAS

PENNSTATE CIGAR CORP.  
ALLENTOWN AVE & BROAD ST., PHILA. 34, PA.



**LIPS FEEL FINE**



FOR QUICK RELIEF use Fleet's Chap Stick for sore, sun-parched, wind-chapped lips. Better still use Chap Stick BEFORE exposure to wind and weather. Chap Stick is made especially for the lips, gently medicated, it lubricates, promotes healing, helps guard lips against painful, unsightly lip conditions. Only 25¢ at drug counters.

On duty with  
U. S. Forces  
Alaska to Africa



**Keep  
Perspiring Feet  
Dry and Sweet**

Don't suffer longer with wet, perspiring feet. Don't walk around all day with damp socks or stockings that torture tender feet. Just dust your feet and shoes with Allen's Foot-Ease—that wonderful, soothing, cooling powder that acts instantly to absorb excessive perspiration and stop offensive foot odors. Go to the nearest drug store and get Allen's Foot-Ease. Get rid of that wet, clammy feeling—enjoy the blissful comfort of dry socks and stockings—get foot-happy today the Foot-Ease way.

CONTINUED ON PAGE 117

# Opti-onics

more than  
more than  
alone can see  
alone can hear



Today, every Bell & Howell OPTI-ONIC device is a weapon. Some are secret in design and in performance. All are almost unbelievable in their extension of human sight and hearing.

The principles of OPTI-ONICS... embodied in tomorrow's Bell & Howell Movie Cameras and Projectors... hold promise of new results and even more enjoyment for every maker of home movies.

The famous phrase, "What you see—you get," will take on new meaning with the advent of OPTI-ONIC refinements in Filmo Personal Movie Equipment. Both the "seeing" and the "getting" will be simpler, more failure-proof than ever.

Flawless, natural color projection will set a new standard of enjoyment for home movie audiences. OPTI-ONIC sound reproduction will attain a true "illusion of presence."

These things are possible. They will result from a successful combination of three sciences...OPTICS, electRONICS, mechanICS. Bell & Howell has effected that combination.

It is OPTI-ONICS.

Bell & Howell Company, Chicago; New York, Hollywood, Washington, D.C.; London. For 37 years makers of the world's finest motion picture equipment for home and professional use.

#### HELP US PLAN THE FUTURE OF OPTI-ONICS

Engineers with a finished background in electronic or mechanical design can find a great future in helping Bell & Howell explore the peacetime horizons of OPTI-ONICS. Send complete details and photo to: Chairman, OPTI-ONIC Development, 7100 McCormick Road, Chicago 45, Illinois.

Buy MORE War Bonds

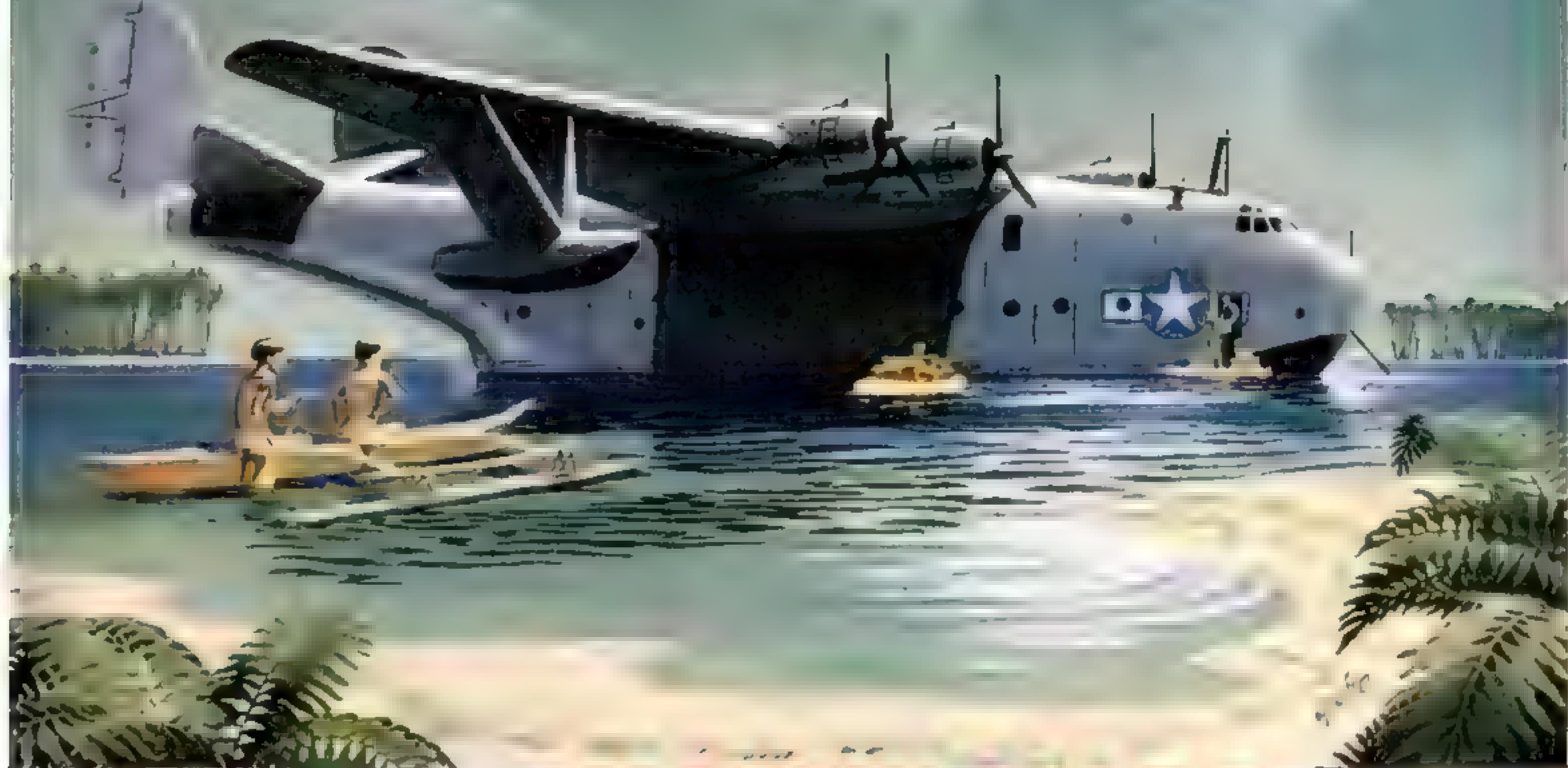


## Bell & Howell

"WHAT YOU SEE—YOU GET"  
What electronics gets... Bell & Howell lets you see...  
that's Opti-onics

Copyright 1944, Bell & Howell Company

# FACTS FOR FUTURE-MINDED AMERICANS



## ABOUT THE MIGHTY

## MARTIN MARS

At some far-flung naval base, special equipment is needed . . . quickly. Big events are in the making; and the war can't wait while plodding freighters cross sub-infested seas. This is a job for the 72-ton Martin Mars, world's largest flying boat. Our Navy's answer to the cry of "more supplies . . . faster," the Martin Mars can carry 20 tons of cargo to the *farthest spot on earth* in 5 days or less. Now in regular service with the Navy, the Mars is the most efficient airplane yet built . . . per pound of material used, per horsepower and per gallon of fuel. Twenty more of these giant ships, each 82 tons, are now being built for the U. S. Navy.

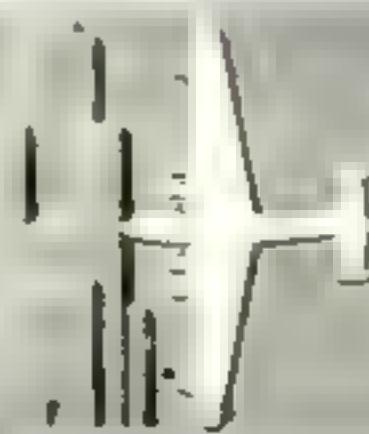
Into the Mars went hard-won Martin knowledge gleaned from construction of the original trans-Pacific Clippers . . . the giant Russian Clipper . . . and the Navy's long-range patrol bombers. From the Mars

have come further important findings which will lend added speed, safety and comfort to tomorrow's greater Martin airliners. The Martin Mars is doing more than help win a war . . . she's blazing the trail to a new and brighter tomorrow!

THE GLENN L. MARTIN COMPANY, BALTIMORE-3, MARYLAND  
GLENN L. MARTIN-NEBRASKA COMPANY—OMAHA

**Martin**  
**AIRCRAFT**

Builders of Dependable Aircraft Since 1909



**4375 Miles Non-Stop** from Maryland to Natal, Brasil, were flown by the Mars. She carried 16 persons, 13,000 lbs. of mail, broke many records. When fully fueled, the Mars carries more than a tank-car of fuel for her four 2200 h.p. engines.

**From an Actual Photo** of the Mars showing a standard sport plane on each wing, this gives some idea of her size. Mars' wings are so thick that members of the crew can enter them to service or repair engines while in flight.

**If Steed on One Wing**, the other wingtip would tower 200 feet into the air . . . higher than a 20-story building. Three million rivets were used in the Mars. She contains 7½ miles of wiring, 1.9 miles of piping, uses 24 interplane telephones.

**150 Soldiers, Fully Equipped**, could be easily transported by the Martin Mars. Her content of 16,665 cubic feet is equivalent to the content of a 14 to 16 room mansion. When fully loaded, before flight, she draws 5 feet of water.

**Already Designed**, 150 to 250 ton Martin airliners will someday succeed even the Mars as America's greatest transports. Martin engineers declare there is no practical aerodynamic limit to the size of over-ocean aircraft.

More Bare Backs (continued)



Checked weskit, low-cut in the front and bare in the back, looks dressy when worn with dark slacks in the city. It can also be worn with slacks or shorts in the country.



White weskit tied high at the neck in a neat, tailored bow is reminiscent of "dickey" shirt fronts worn by waiters. This style is good for town wear with trim, tailored suits.

"Serves me right!  
Tastes best, but quite!"

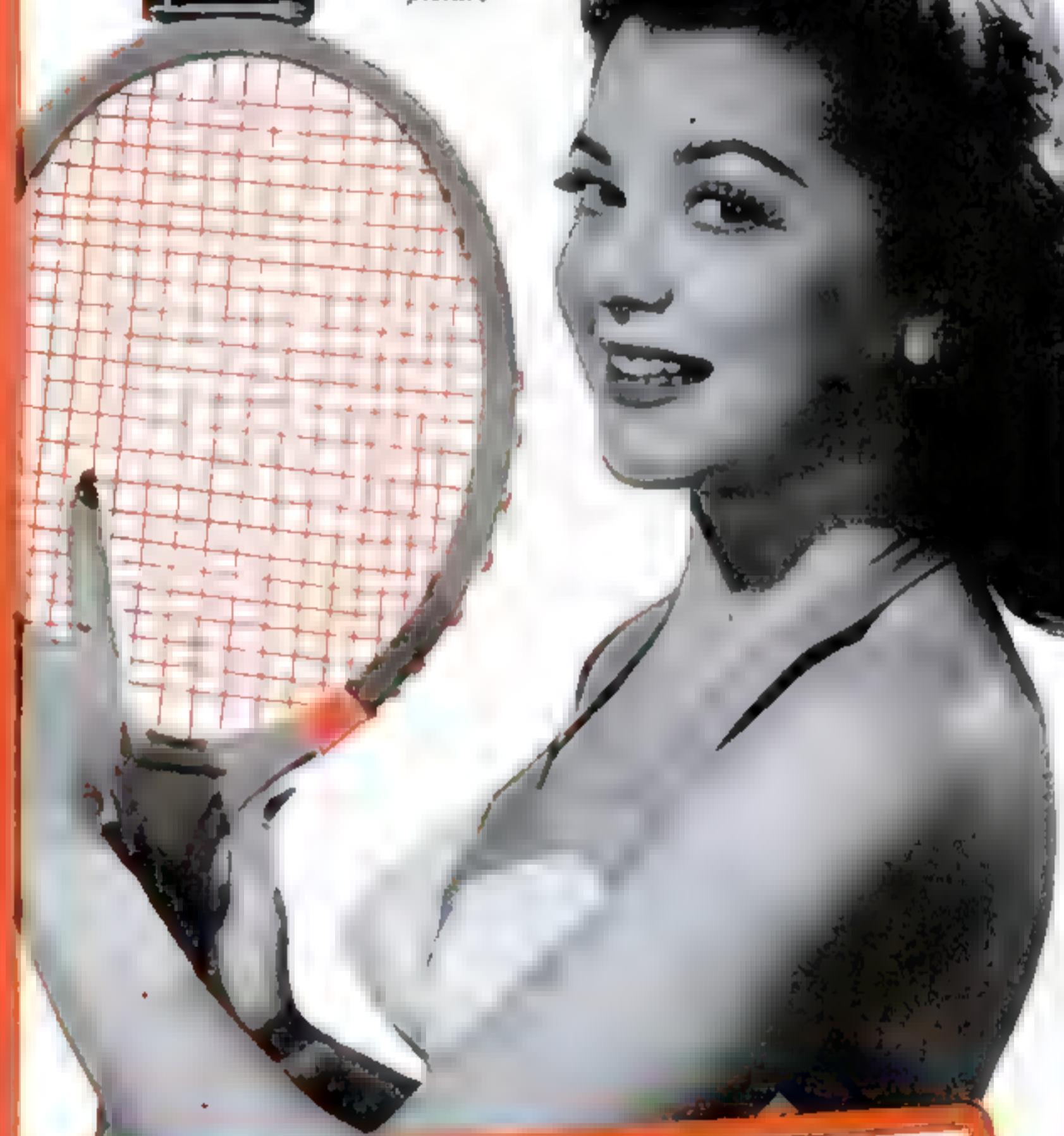
says

**ANN RUTHERFORD**

Miss Rutherford agreed to test  
Cola drinks, the nation's best;  
She said that one was "really slick"—  
Yes, Royal Crown Cola was her pick!



Ann Rutherford in  
"MURDER IN  
BERMUDA"  
A 20th Century-Fox  
picture



"WE'RE GOING TO GET the Axis," says ANN, "but we'll all have to do our part. Our boys at the front are doing all they can. It's up to us at home to buy more than before in the 5th War Loan!"

**ROYAL CROWN  
COLA**



MR. HAYS PATS HIS FAVORITE CAT CHIPS. AT THE LEFT IS A DAUGHTER JOSEPHINE. AT THE RIGHT ARE A SON WILLIAM, AND A NIECE CARLOTTA, WHO IS ALSO HIS HOUSEKEEPER

## *Life Visits a 100-Year-Old Veteran*

On his centennial John W. Hays of Brookview, N. Y. remembers Lincoln, McClellan and the Battle of the Antietam

The "Commander," as he's called, looks through old family picture albums with his daughter Josephine.

His goatee is trimmed by his niece Carlotta, who also shampoos his hair. He retired from his successful real-estate business in 1910.

An afternoon nap takes the place of bath, which he executes. He remembers watching men on horseback cross Brooklyn Bridge.

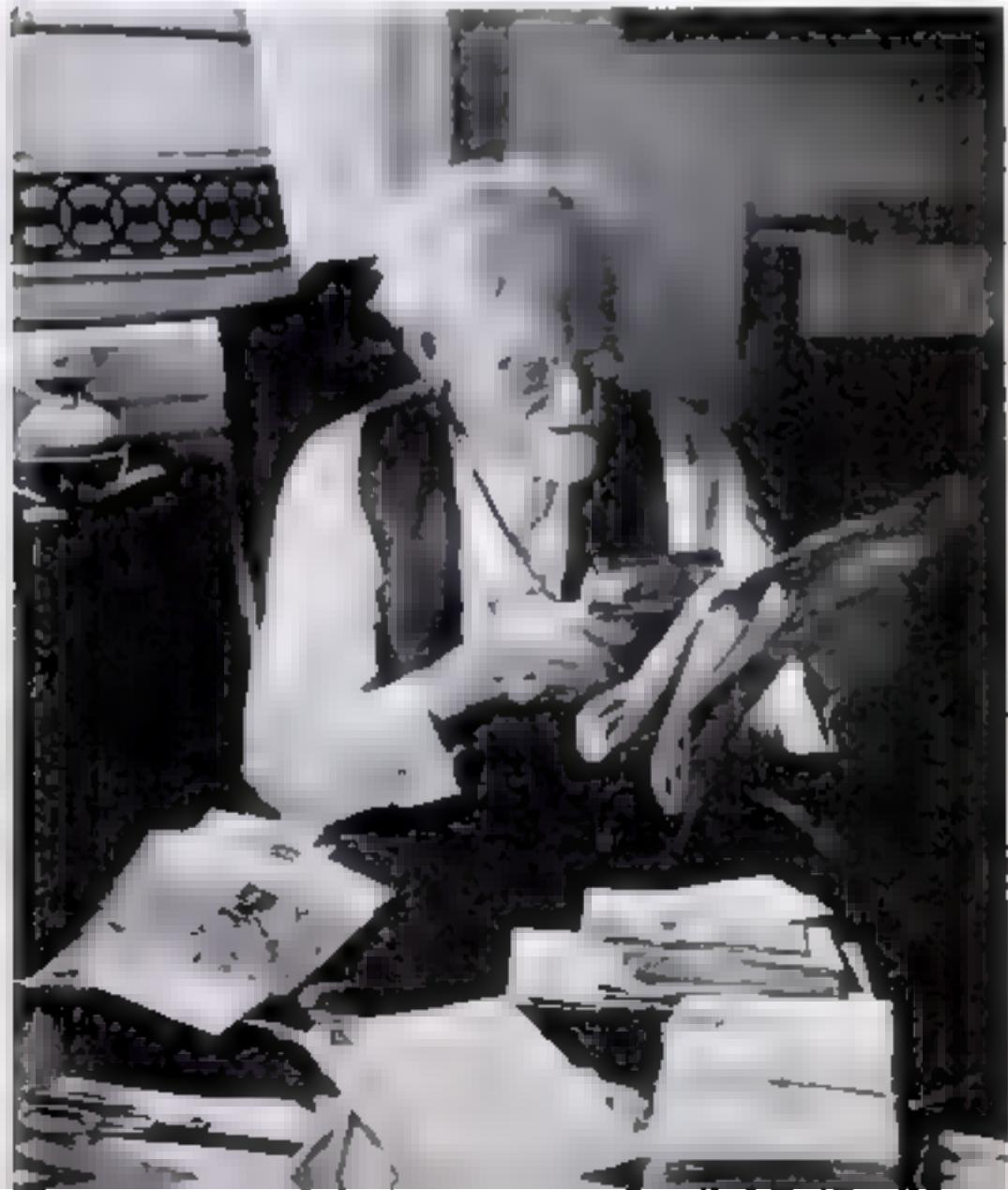




WITH HIS NIECE AND A GREAT GRANDSON, MR. HAYS LEAVES HIS BROOKVIEW HOME ON MAY 25 FOR THE BIRTHDAY DINNER IN ALBANY. THE HOUSE IS EVEN OLDER THAN HE IS.

There are few men living today who were part of the Civil War. There are few who remember Lincoln, firsthand, or McClellan and Winfield Scott and the Battle of the Antietam. One of those who do is John W. Hays of Brookview, N. Y. He en listed in the Union Army on May 4, 1861 and served under Pope, Hooker, McClellan and Burnside. He was wounded June 28, 1862 on the second day of the seven-day Battle of Gaines' Mill, and four times since then he has been reported killed once in the Civil War, once in a fire and twice while fighting Indians in the west.

With magnifying glass he reads a paper every day. His eyesight is good, but his hearing was damaged by a Civil War gun explosion.



For breakfast he has oatmeal, potatoes, chops, cookies, coffee and a crushed orange. He never drank and gave up smoking in 1911.

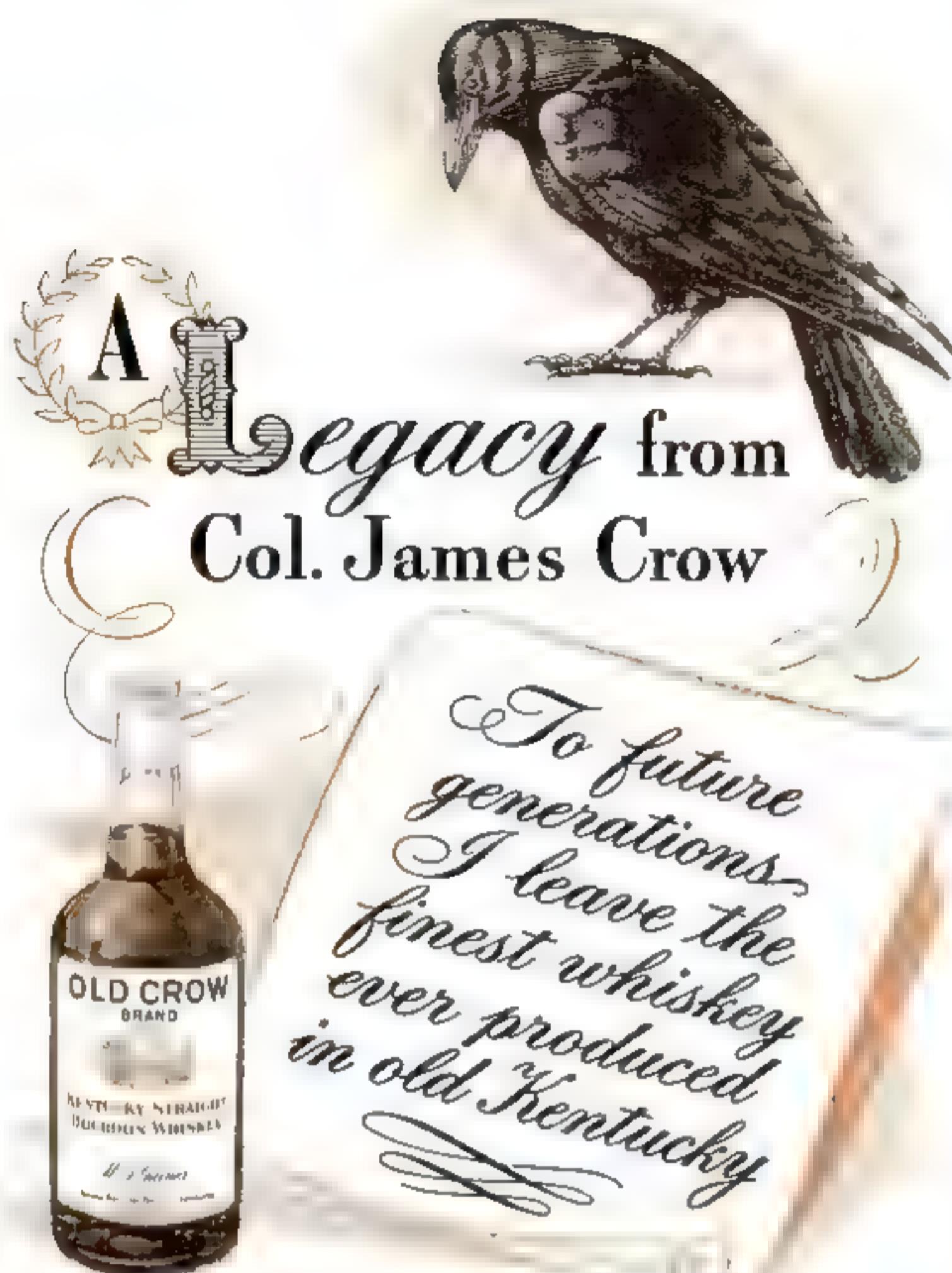


On May 26 John Hays was 100 years old. To celebrate the memorable event a dinner was given in his honor at Albany's Ten Eyck Hotel. Four days later, as commander of New York's Grand Army of the Republic, Mr. Hays was on the reviewing stand at the Memorial Day parade in Albany. In-between times he rested at his white frame house shown above. There, for friends and relatives gathered from afar, he reminisced to his heart's content: "Oh, my . . . all the things that have happened in my lifetime—the telephone, telegraph, electricity, airplanes, radio . . . oh my."

"There'll never be another Abraham Lincoln," he says. His stories sometimes make women blush.



*Life Visits a 100-year-old Veteran* (continued)



THOSE IN THE KNOW—ASK FOR

# OLD CROW

A Truly Great Name  
AMONG AMERICA'S GREAT WHISKIES

Bottled-in-Bond

The Old Crow whiskey you buy today was distilled and laid away to age years before the war. Today the Old Crow Distillery is producing only alcohol for war purposes.

Kentucky Straight Whiskey • Bourbon or Rye • This whiskey is 4 years old • National Distillers Prod. Corp., N. Y., • 100 Proof



Mr. Hays salutes the boys posing the review party for Alabama's Memorial Day parade. It marked his 100th birthday on July 4, 1961, when he served as a review officer.



With members of his family Mr. Hays posed for this portrait, just before his 100th birthday dinner. They are all children, grandchildren, nieces and nephews. Among

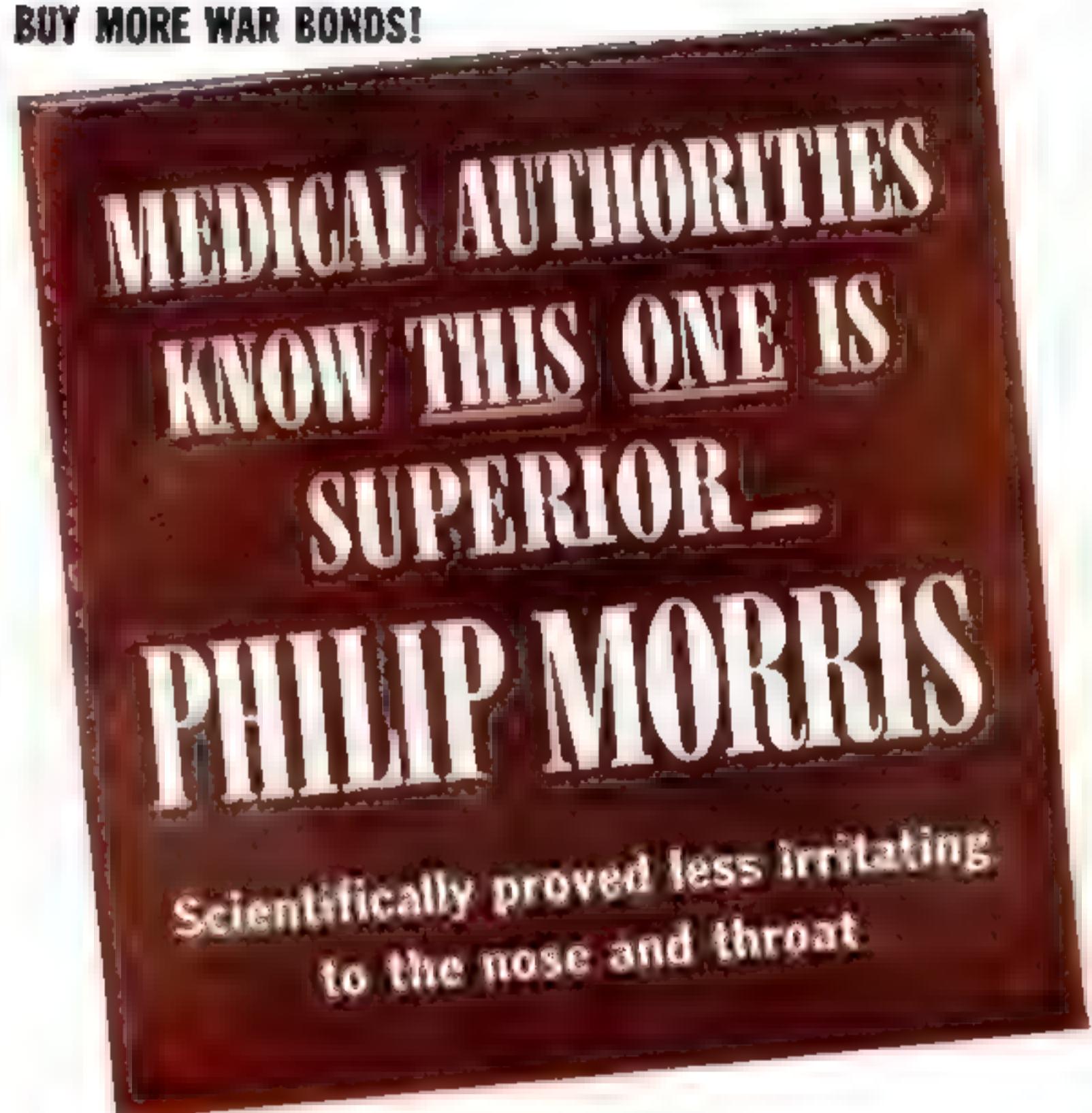


the White House grandstand where the Commander in Chief, Abraham Lincoln, stood with the commander of the Army, Gen. Winfield Scott, hero of Mexican War.



missing were five great-grandsons now in the service. One was at Guadalcanal and another is a marine, stationed in Africa. More than 800 people came to the dinner.

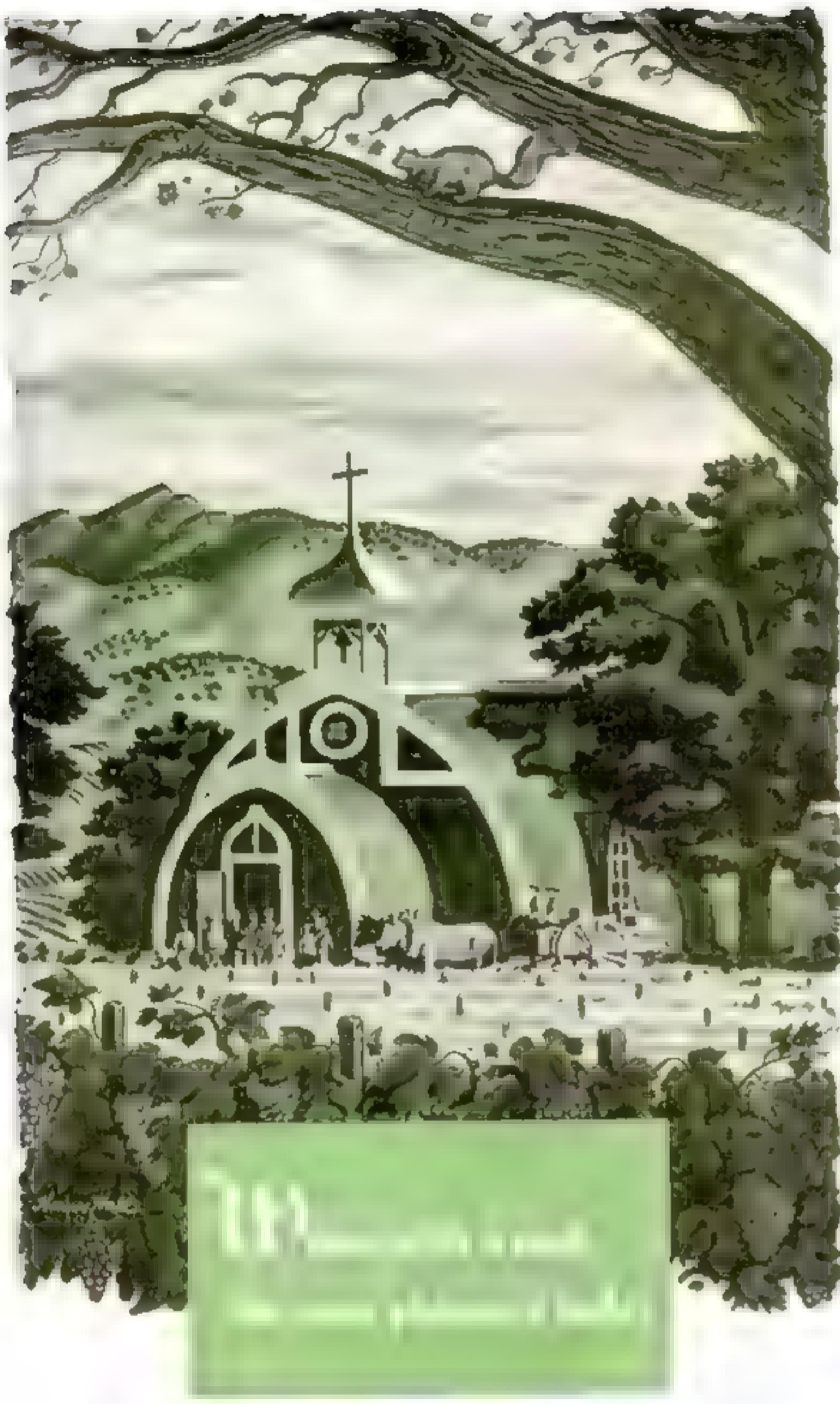
BUY MORE WAR BONDS!



WHEN SMOKERS CHANGED TO  
PHILIP MORRIS, EVERY CASE  
OF IRRITATION OF NOSE OR  
THROAT-DUE TO SMOKING-  
EITHER CLEARED UP COM-  
PLETLY, OR DEFINITELY IM-  
PROVED!

That is from the findings of dis-  
tinguished doctors, in clinical  
tests of men and women smokers  
—reported in an authoritative  
medical journal. Solid proof that  
this finer-tasting cigarette is less  
irritating to the nose and throat!





*The Chapel in the Vineyards* Thousands of people have visited this unique chapel at Asti, California. And as unusual as the Chapel are the famous Italian Swiss Colony vineyards surrounding it.

Here, over 60 years ago, Colony pioneers planted prized European vines. Here they made wines that won high awards at world expositions. Here their sons and grandsons have carried on the Colony's great traditions.

To know more of this romantic story try a bottle of Tipto Red or White...or Gold Medal Label California Burgundy or Sauterne. You'll thoroughly enjoy its marvelous color and fragrance and flavor! For here's table wine as remarkable as the Colony that makes it!

Try also the Colony's famous sweet dessert wines, such as Private Stock California Port, Sherry and Muscatel.



**ITALIAN SWISS COLONY**

COPYRIGHT 1944 ITALIAN SWISS COLONY, GENERAL OFFICES, SAN FRANCISCO

## FIGHTING TO THE UTTER'S

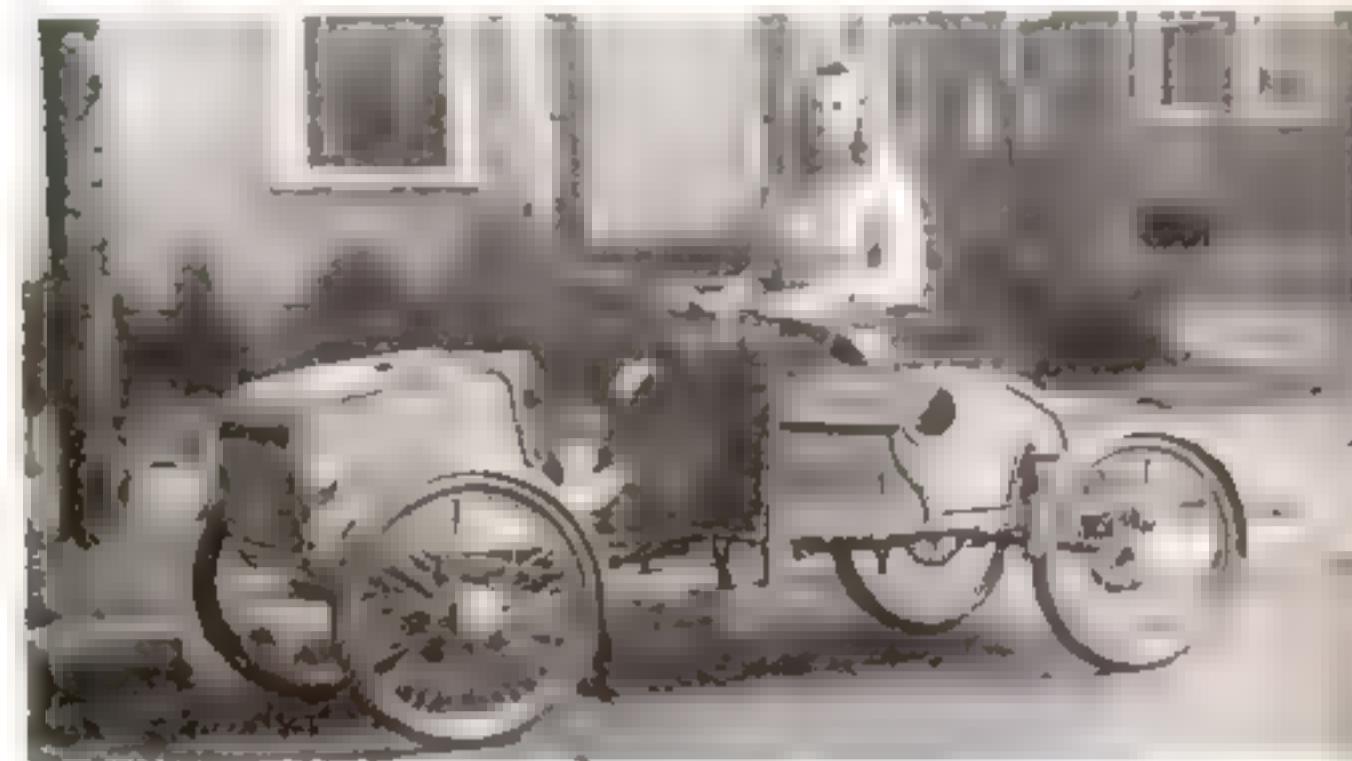
### VICTORY BUGGY

Size:

1	2	3	4	5	6	7	8	9	10
10	11	12	13	14	15	16	17	18	19

travels 80 miles on a tank and goes 25 miles an hour.

WARREN J. BAUMAN  
Lock Haven, Pa.



### LETTER TO DAD

Size:

Yvette Harkes, 5-year-old, wrote this letter to her father, Raymond A. Harkes, in New York City. This was a major problem which

Yvette could not solve without the aid of her brother Raymond A. Harkes, 11, of Winstow, Me.



### MEN WITH TAILS

Size:

1	2	3	4	5	6	7	8	9	10
10	11	12	13	14	15	16	17	18	19

they were using to tie up sheaves of turnips I cut by hand.

L. J. HEAVERMAN  
London, Ontario.



# SUMMER COLD OUND YOU WITH CLOTHESPIN NOSE?

Summer cold got a grip on you? Use a Luden's. As it melts in mouth, it releases penetrating menthol vapor. Every breath carries it to stopped-up nasal passages, helping relieve "clothespin nose."



## NEW! LUDEN'S HONEY-LICORICE COUGH DROPS!

Here's a new flavor in cough relief by the makers of Luden's Menthol Cough Drops. Both are medicated. Both 5¢.

## THIS STROP gives DURHAM blades NINE LIVES

If you're the lucky owner of a Durham Duplex Razor\*, this Victory Strop will make your long-lasting Durham blades last even longer. Durham's famous hollow-ground blades are twice thicker—to take repeated stropings for "new blade" smoothness every shave.

\*In case you don't own a Durham Razor, you may still find one at your drugstore.

Send \$1 direct for special Durham strop outfit. Can be used only on Durham Duplex Blades. Sorry, No C.O.D.'s.

DURHAM-ENDERS RAZOR CORP., Dept. L, MYSTIC, CONN.

INSURE FOR WAR BUY MORE WAR BONDS BUY MORE WAR BONDS BUY THE FUTURE BUY MORE WAR BONDS BUY MORE

## GLASER EVERBEST Preserves and Jellies.

### SEEDLESS BLACK RASPBERRY JAM

We've removed every pesky seed, leaving you only the smooth deliciousness of black raspberry, full of garden-fresh flavor.

Serve it with pride. You have never tasted a better jam!

GLASER, CRANDELL CO., CHICAGO 8

If your grocer is temporarily out of this variety try the other delicious EVERBEST PRESERVES

## PICTURES TO THE EDITORS

CONTINUED

### THE THREE BEARS

Sirs:

Tormented by a husky sled dog, Mama Bear cuffed her three cubs and they scampered up the tree while she stood guard. The picture was taken at 11:30 p.m. at Canol, N.W.T., within 60 miles of the Arctic Circle.

SPENCER W. REVELL  
Canol, Northwest Territories, Can.



How does a man as busy as you manage to stay so neat?

I guess you mean my Van Heusen Shirt. Its collar can't wilt.



## Van Heusen Shirts

Give your neck a break!

Treat yourself to the World's Smartest Shirt—the only white shirt with the famous Van Heusen collar attached. This ... Yet there's no starch in it! Fits better too because it's woven in one piece with no lining to pucker. See Van Heusen shirts in a smart variety of whites, colors and patterns at your dealer. Sanforized, laundry-tested, \$2.25 and up. Phillips-Jones Corp., N.Y.

SHIRTS • TIES • PAJAMAS  
COLLARS • SPORTSWEAR



# The LIGHT of his life!



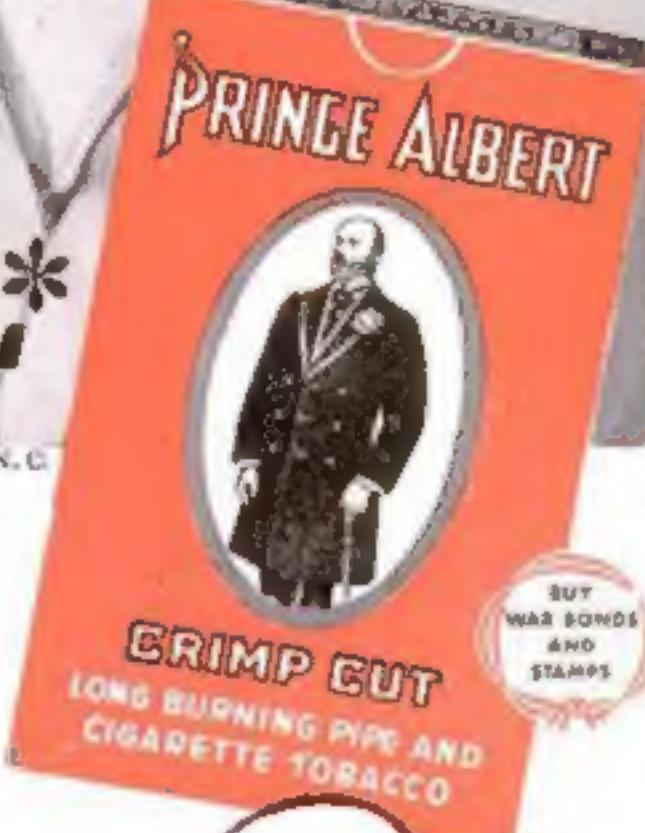
**It's  
PIPE APPEAL\***

B. J. Reynolds Tobacco Co., Winston-Salem, N.C.

• Why do women favor the man with a pipe? Don't ask, brother—just add Prince Albert for peak Pipe Appeal. The tobacco that keeps you, too, smiling. Specially treated for the MILDNESS you need, the RICHNESS you want. Mellowness that tabooes tongue-bite. Crimp cut...for packing even, drawing right...the easy draw that keeps your light. Strike the match of your lifetime: You—P. A.—for Pipe Appeal!

**50** pipetfuls of fragrant tobacco in every handy pocket package of Prince Albert

**70** fine roll-your-own cigarettes in every handy pocket package of Prince Albert



HOW THEY  
GET ALONG!  
PRINCE ALBERT'S  
MILDNESS AND  
RICH TASTE. THAT'S  
TONGUE-EASE!



**\*PRINCE  
ALBERT**  
THE NATIONAL JOY SMOKE

## PICTURES TO THE EDITORS

CONTINUED

### MOUNTAINS OF HAIR

Sirs:

San Diego girls are becoming as hair-conscious as Pacific Island natives, and in much the same manner. Despite government pleas to women aircraft and other workers to keep their hair under control,

the girls pile Pelon on Ossa and add Vesuvius. The more daring and admired girls have pompadours six inches tall.

PENNY MORGAN

San Diego, Calif.



CAROL WADDELL HAS BRAIDED PUFFS



JACKIE DORSEY HAS 3 RATS AND CURLS



SALLY BOONE'S DOUGHNUT HAS 2 RATS



ELAINE MELONAS HAS 4½" POMPADOUR

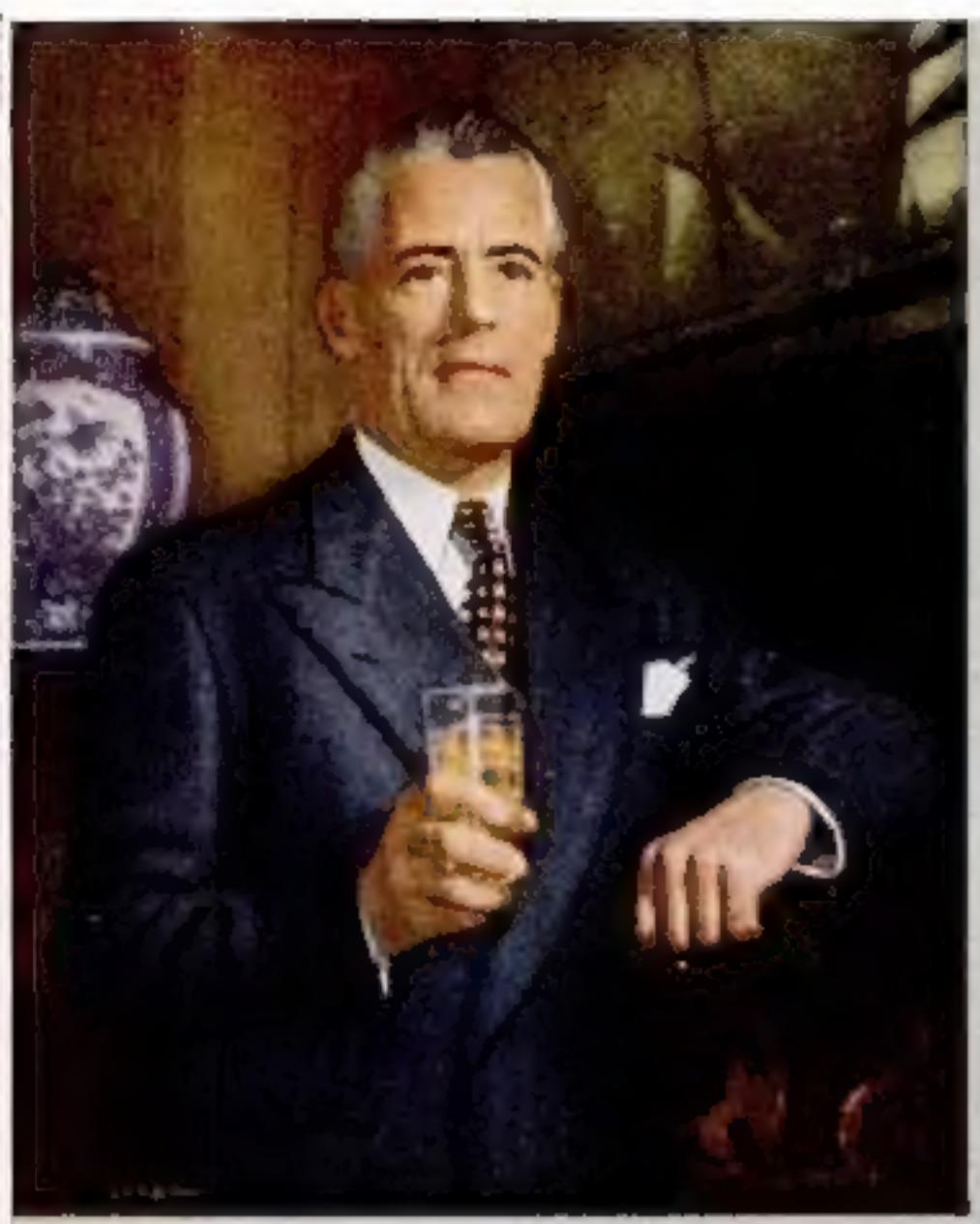


BARBARA MELONAS SPORTS GARDENIA



PHYLLIS MELONAS, DRIFTING CURLS

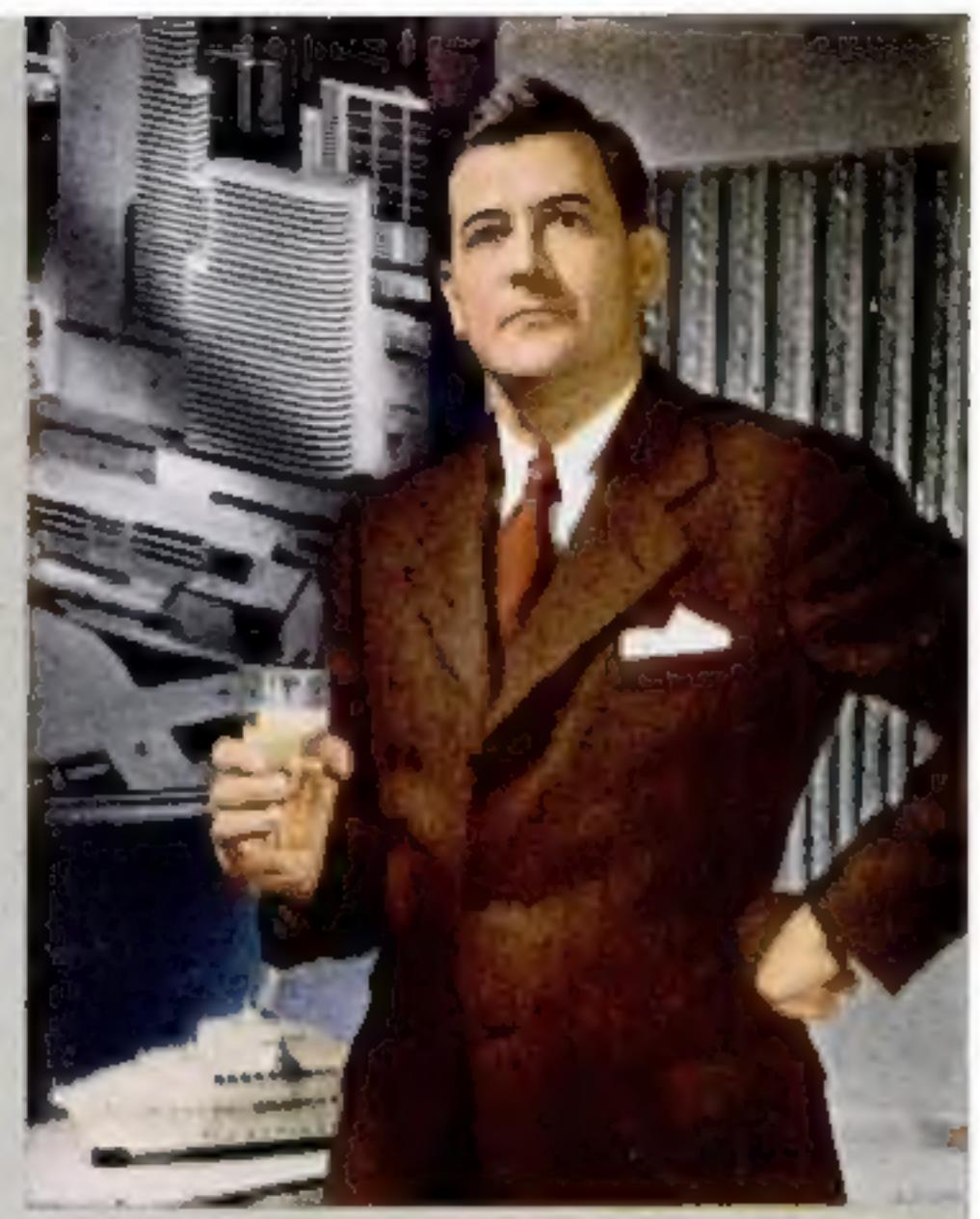
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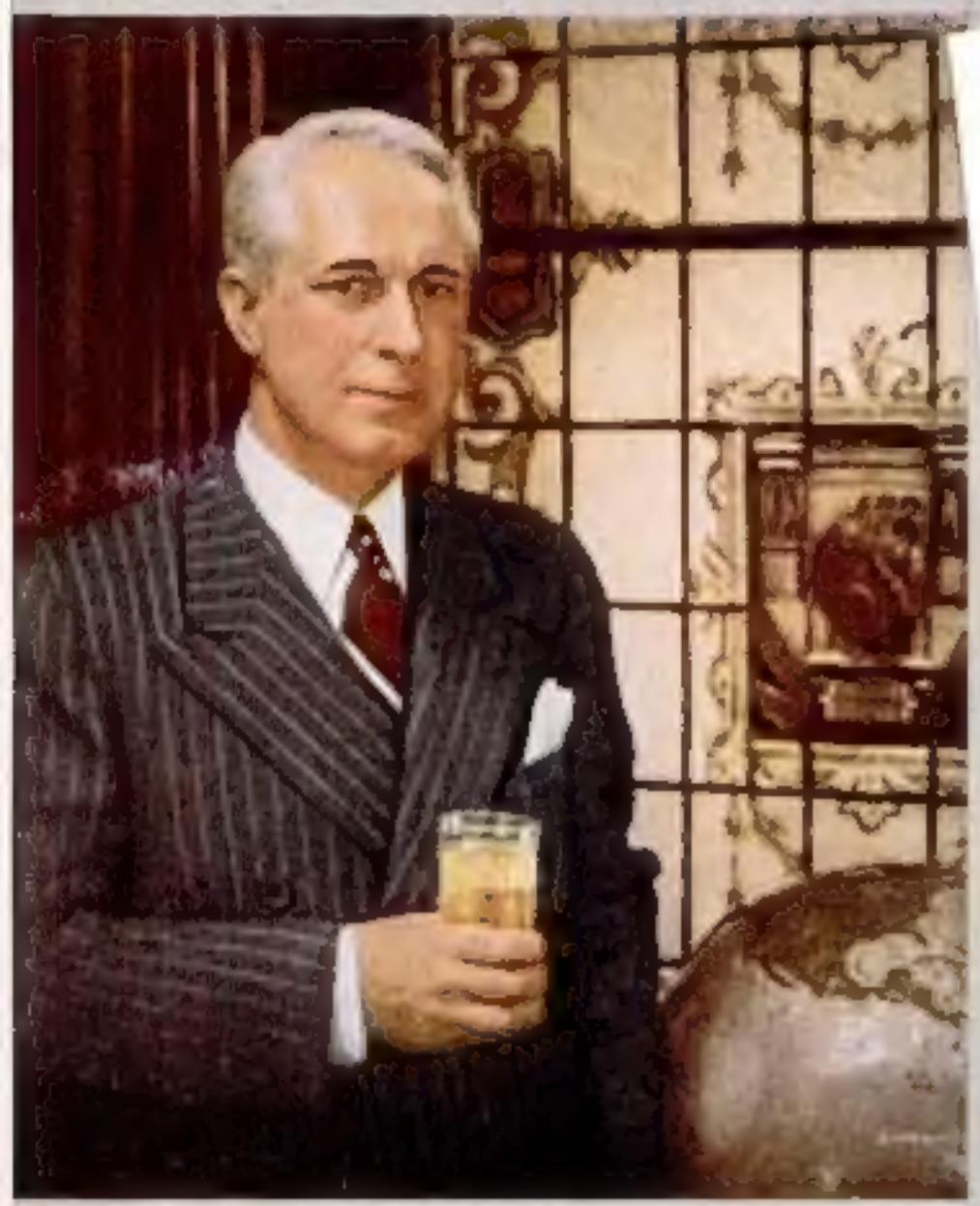
FOR MEN OF DECISION



FOR MEN OF WISDOM



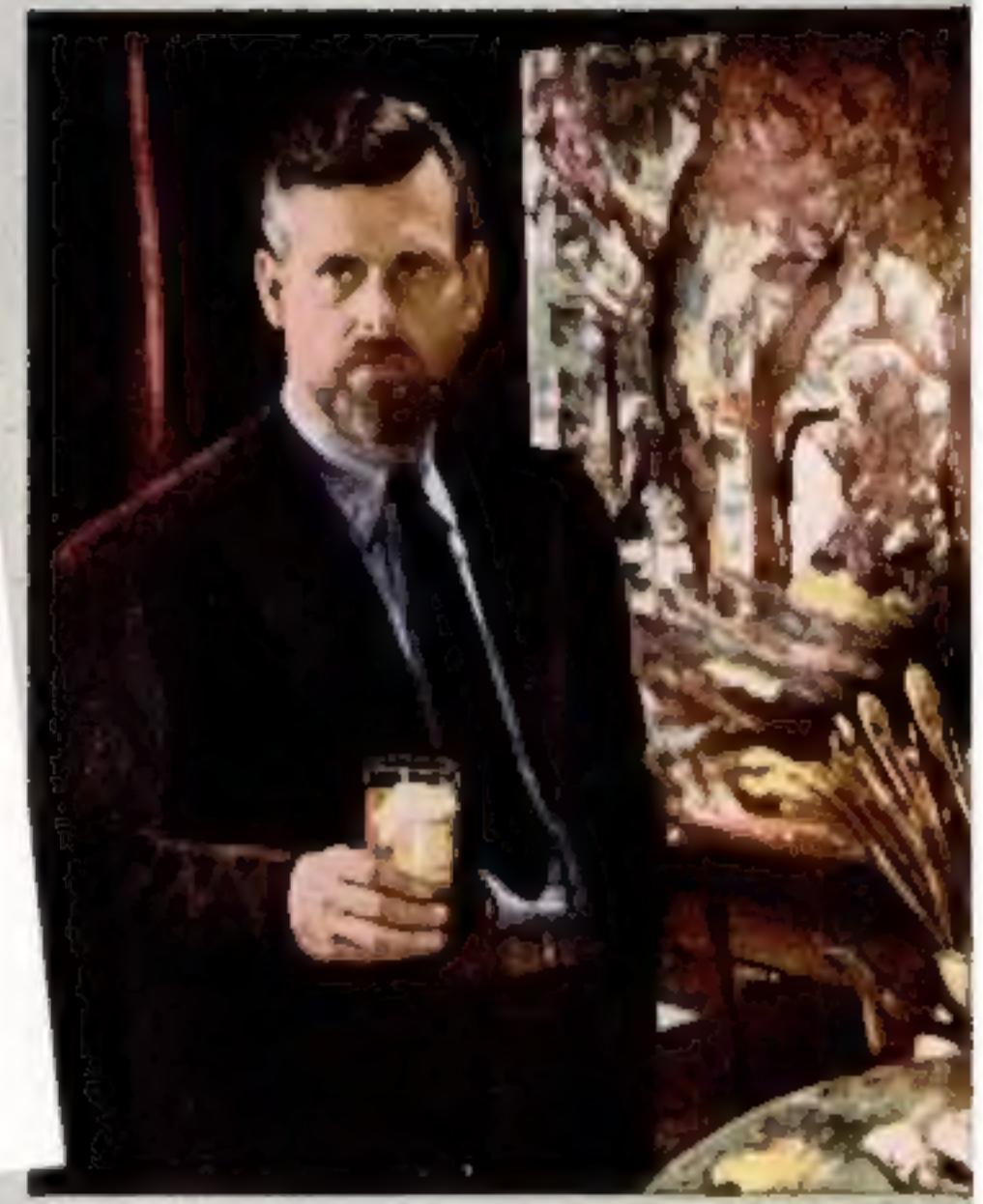
FOR MEN OF VISION



FOR MEN OF ACHIEVEMENT

*For Men of the Year...*  
**LORD CALVERT**

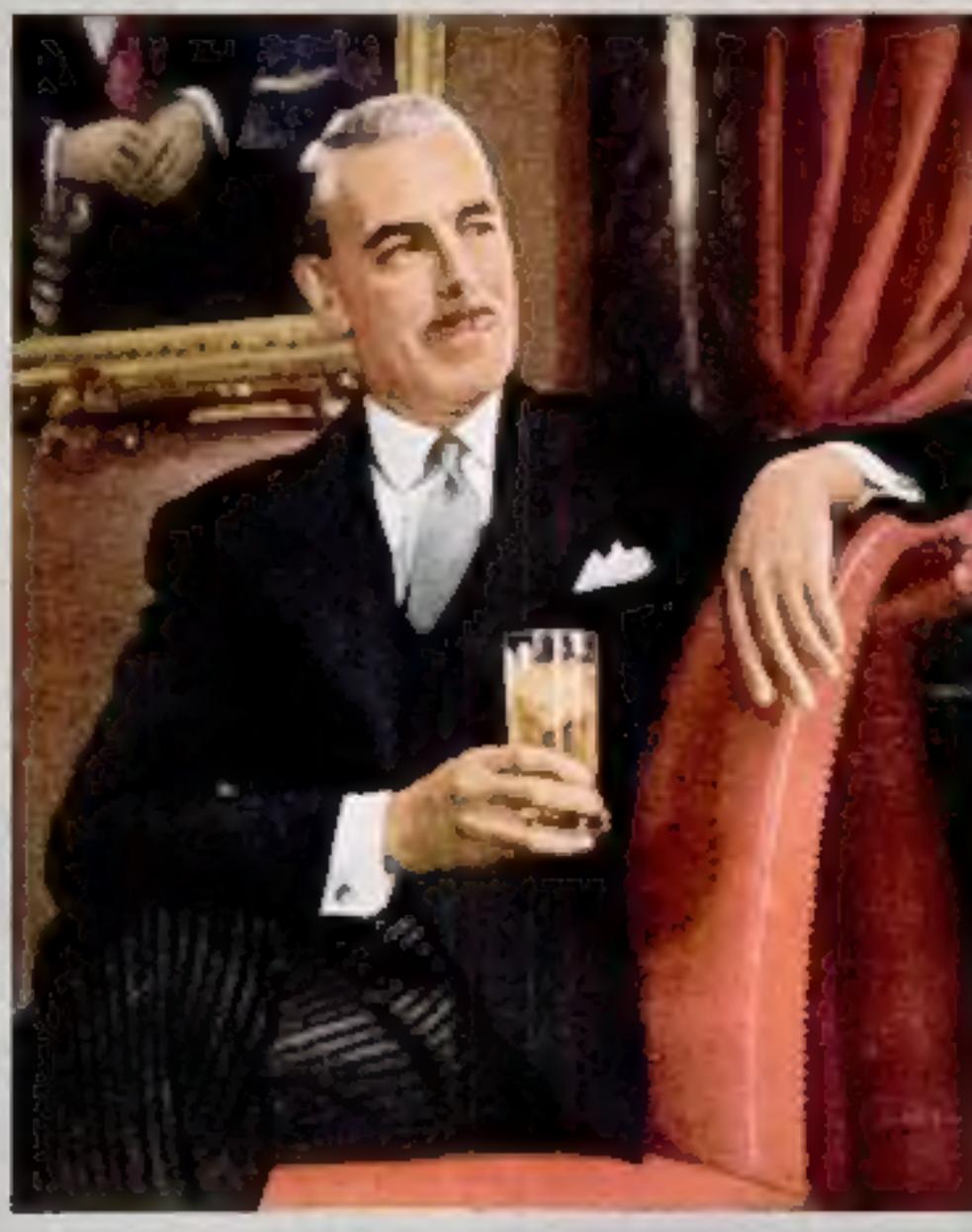
Men of distinction, in every walk of life, naturally turn to the exceptional qualities of Lord Calvert. For this "Custom" blended whiskey is so rare...so smooth...so mellow...that it has been, for years, the most expensive whiskey blended in America. Never produced except in limited quantities, each bottle is numbered and registered at the Calvert distillery. A "Custom" Blended whiskey, 86.8 proof, 65% grain neutral spirits. Calvert Distillers Corporation, N.Y.C.



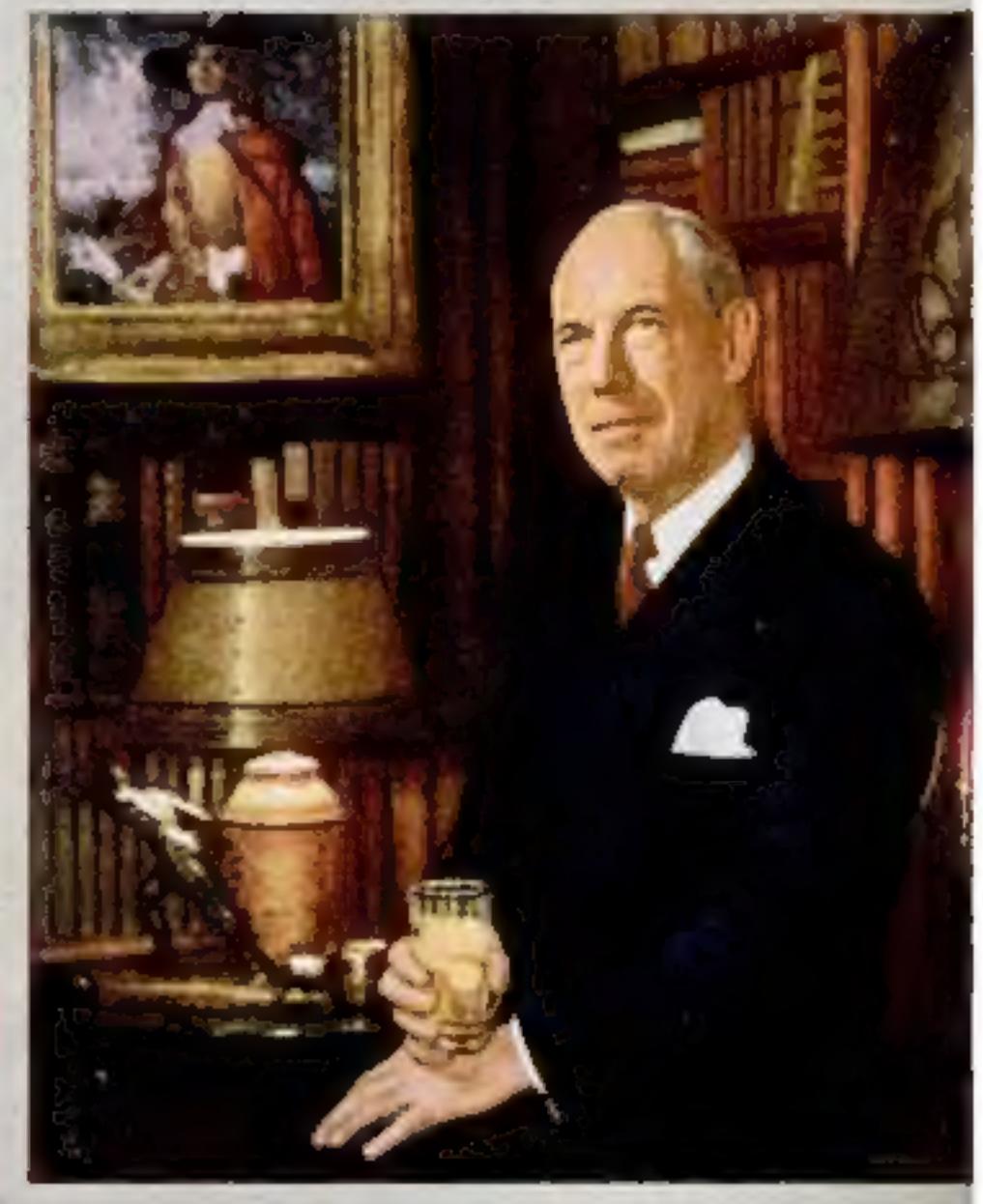
FOR MEN OF PERSPECTIVE



FOR MEN OF ACCOMPLISHMENT



FOR MEN OF DISTINCTION



FOR MEN OF AUTHORITY

DEFEND THE CONSTITUTION



YES!

Lucky Strike  
Means Fine Tobacco

L.S. / M.F.T.

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